AUGUST 14, 1950

BROADCASTING TELECASTING

TIMEBUYERS — ADVERTISERS . . .

here are facts

that mean dollars and cents to you:

1. At times when WOR and a major New York station program identically with news, WOR's local audiences are approximately 40% greater than those of the competing station.

2. For every dollar you spend in local radio advertising, WOR brings you 30% more homes per dollar on its daytime participating programs than one of the most popular New York network stations.

dollar for dollar, and penny for penny, there's no buy anywhere in radio like buying . . .

WOR — *that power-full station*

PUBLIC LIBRARY
AUG 15 1950
DETROIT

The Newsweekly of Radio and Television.

School Bells Ring...

AND thousands of students in classrooms throughout the Midwest put down their books and pencils and listen to WLS SCHOOL TIME.

For the past fourteen years WLS has broadcast this daily educational program of in-school listening for the enrichment of our country's future citizens. For, in the classrooms of today are the builders of tomorrow. These students, in a few short years, will be the bankers and farmers, the scientists and statesmen, the homemakers and business leaders who will determine the future of our nation. WLS, aware of this responsibility, has consistantly emphasized the value of radio in filling this educational need.

Thus, WLS SCHOOL TIME, with its support and cooperation from local, regional and national educational leaders, is inspiring in the youth of today a pride in our American heritage of freedom and an awareness of individual responsibility toward preserving the American way of life.

Filling educational needs, as well as religious, business and entertainment requirements, has built a kinship between WLS and its vast audience of listeners—a kinship which has prompted a unique loyalty and acceptance . . . two good reasons why WLS achieves such outstanding advertising results.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

XUM

In the combined market of Fall River - New Bedford and Providence

Representing the 2nd largest market in New England and the 16th largest market in the U. S. . . . . .

Check these facts

1 More than 1,100,000 people dwell within these markets.

2 In one year, winter 1949 — winter 1950, WSAR's share of audience in Fall River—New Bedford has increased over 30%.

3 WSAR is now 1st of the local stations and 2nd of all stations, by size of audience in Fall River — New Bedford.

4 WHIM delivers larger audiences in Providence than three of the network stations and all other independents.

5 In one year, fall-winter 1949 — fall-winter 1950 WHIM's audience in Providence has increased over 100%.

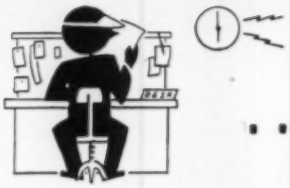
WSAR
5000 W ABC FALL RIVER-NEW BEDFORD

WHIM
1000 W IND. PROVIDENCE

For the complete story, contact your Headley-Reed salesman. (WSAR—Headley-Reed Represented.)

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline



Closed Circuit

RADIO ROW report is current that heads may roll at Assn. of National Advertisers (notably on Radio-TV Committee) because of ill-timed radio rate reduction foray. There is substantial agreement that concerted action could be construed as violation of anti-trust statutes.

NAB's Broadcasters Defense Council project now shapes up along these lines: If and when such group is appointed, it will not be under aegis of NAB, but will be named by direct invitation of White House to networks, manufacturers, Advertising Council, and other segments including NAB. Each entity would carry equal weight. Administration now primarily interested in radio-TV participation in emergency conservation and morale efforts —like anti-hoarding.

RE WAR effort, atmosphere was clarified after representatives of networks and other trade groups, apart from NAB, conferred with White House and emergency agency officials. Tacit agreement apparently reached that any council operation should be cooperative effort rather than one that would stem from single trade association.

ONE phase of defense activity—censorship—will be covered in luncheon session Aug. 15 of group representing American Society of Newspaper Editors and NAB with NSRB Director Symington. Session involves consideration of censorship, partly in light of military-espoused proposal to decree different kind of treatment for radio and TV than for press. Heading ASNE group will be Jack Lockhart, Scripps-Howard executive, World War II press censor. Radio-TV group will include NAB President Justin Miller; General Manager William B. Ryan; Fort Industry Vice President J. Harold Ryan, wartime radio censor; Edgar Kobak; Robert K. Richards, NAB public affairs director, and Ted Koop, CBS Washington news chief.

POSSIBLE appointment of Charles Crutchfield, WBT Charlotte, as director either of censorship or information office in wartime emergency [CLOSED CIRCUIT, Aug. 7] brought prompt and violent repercussions in newspaper circles. Steadfast opposition to appointment of broadcaster to either post reverberated through executive branch. Opposition was reminiscent of what developed after Mr. Truman, upon assumption of Presidency five years ago, had drafted J. Leonard Reinsch, managing director of James M. Cox radio stations, as his press-radio secretary.

WITH CBS all set for its gala fall promotion campaign, NBC affiliates are beginning to prod headquarters for unveiling of aggressive campaign originally charted under direction of late vice president, Charles Hammond. Key affiliates, it is understood, are stressing vital

(Continued on page 74)

Upcoming

Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

Aug. 18: Arkansas Broadcasters Assn. and Arkansas Associated Press Broadcasters, Jack Tar Court Hotel, Hot Springs.

Aug. 21-22: NAB District 15, San Carlos Hotel, Monterey, Calif.

Aug. 22: KJBS Test Survey Committee meeting, New York.

(Other Upcomings on page 56)

Bulletins

CBS announced renewal, effective Sept. 16, of *Stars Over Hollywood*, Sat., 1-1:30 p.m., by Armour & Co., Chicago, and *Let's Pretend*, Sat., 11:05-11:30 a.m., by Cream of Wheat Corp., Minneapolis. Foote, Cone & Belding, Chicago, is Armour agency and BBDO handles Cream of Wheat.

DEFENSE ASKS CURBS ON TROOP REPORTS

VOLUNTARY curb on certain reports of movements of Air Force-Army-Navy units within U. S. asked Friday of radio and press by defense officers during regular Korean "briefing" session at Pentagon. Censorship in Korean war being studied in Defense Dept. and at Gen. Douglas MacArthur's Tokyo headquarters, it was revealed.

Army official, who said he knew of "no breach" thus far, added praise for radio and press for past cooperation in not using roundups of National Guard and reserve units called to service. He urged curbs "to make it more difficult for hostile intelligence . . . to find out what is going on. . . ."

AAAA HITS FEAR COPY

AMERICAN Assn. of Advertising Agencies has launched plan to check advertising which attempts to capitalize on fear of shortages or which makes objectionable use of defense themes. AAAA has sent folder on subject to members for distribution to key personnel and has invited non-member advertisers to take part in plan.

AFRA BOARD BACKS DRIVE AGAINST COMMUNISM

AFRA national board Friday unanimously sanctioned proposal for authorized government agencies to air "truths about the Communist party and its methods." Board also proposed regular broadcast series telling facts about Communists and communism, what it wants, how it works.

Pledging complete cooperation, board agreed to waive fee on members taking part. Resolutions slated for Saturday vote by convention delegates in Chicago (see story page 34).

Executive Secretary A. Frank Reel said negotiations with phonograph recording companies on behalf of AFRA singers expected to be concluded within two weeks. RCA, Columbia, Capitol and Decca have received AFRA proposals.

Business Briefly

ANACIN STARTS ● Whitehall Pharmac Co., New York (Anacin), Sept. 5 star 13-week sponsorship of *Harry Babbitt Sho* on 12 Columbia Pacific network stations, Tue Thurs., 7:45-8 a.m. (PDT). Agency, Dua Jones Inc., New York.

WILDROOT CONTRACT ● Wildroot C Buffalo, to sponsor show, probably myste on NBC, Sun. 5:30-6 p.m. Also plans hea TV spot schedule in autumn. Agency, BBD New York.

COFFEE SPOTS ● Chase & Sanborn increa ing schedule of spots on weekly basis th autumn using same 49 markets heretofore em ployed. Agency, Compton Adv., New York.

AUTO VIDEO ● Kaiser-Frazer, Detroit, sponsor *Ellery Queen* Thurs., 9-9:30 p.m., o DuMont TV network, starting Oct. 1. Agenc William H. Weintraub & Co., New York.

MANILA APPOINTMENT ● Manila Broad casting Co., Manila, P. I., which recently ab sorbed Philippine Broadcasting Co., appoint Media Representatives Inc., New York, as U. S representative.

BYRDE, RICHARD & POUND FORMED IN AGENCY MERGER

JUSTIN FUNKHOUSER ADV., Ranson, W Va., and New York, and Byrde, Richard & Pound. New York, to merge Sept. 1 as Byrde Richard & Pound, New York.

Mathew Beecher, Funkhouser executive named creative director and account executive on French National Railroad, and Harry Wright, account executive with Funkhouser will handle O'Sullivan Rubber Corp., Victor Products Corp., Web Truss Co., and Stickell-Wheeler Yacht Co. Offices temporarily at 381 Fourth Ave. and Ranson office will remain open to handle accounts in Shenandoah Valley area.

MEXICAN VISITOR

MIGUEL PEREYRA, Mexican director of telecommunications, was slated to arrive in Washington Sunday night to discuss television allocations and other problems with State Dept. and FCC [CLOSED CIRCUIT, Aug. 7] State Dept. officials said Friday. Besides TV discussions are expected to encompass preparations for Sept. 6 resumption of NARBA negotiations and perhaps coordination of non-broadcast frequency assignments below 4000 kc.

RTMA-IRE MEETING

TECHNICAL progress in radio and TV equipment to be discussed by electronic engineers at annual fall meeting of Radio-Television Mfrs. Assn. and Institute of Radio Engineers scheduled Oct. 30-Nov. 1 at Hotel Syracuse, Syracuse, N. Y. RTMA President Robert C. Sprague, Sprague Electric Co., to deliver banquet address Oct. 31, with Dr. W. R. G. Baker, General Electric Co., as toastmaster.

We've got 'em covered

COMPARATIVE ANALYSIS

Based upon Official Published Reports - BMB - Study No. 2.
For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Average Daily Audience Families:	Number Counties:
WSAV	**D 143,670** **N 109,100**	**D 82,080** **N 53,850**	**D 57,009** **N 33,786**	**D 42** **N 29**
Savannah Station "B"	D 106,860 N 83,320	D 65,810 N 46,070	D 46,163 N 31,578	D 28 N 20
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 19,323 N 16,996	D 7 N 3

It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

Represented by Hollingbery

GET THE STORY...

How just one announcement brought . . .

10,000 REQUESTS FOR "CISCO KID" MASKS

Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Rollin Dickerson, Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

YOU MIGHT CAST A TROUT FLY 183 FEET*—

BUT . . .

YOU NEED WKZO-TV TO CATCH VIEWERS IN WESTERN MICHIGAN!

Comprehensive surveys show that as of June 1 there were 57,222 sets within 40 miles of WKZO-TV, 70,012 sets within 50 miles.

In three short summer months, WKZO-TV has already established itself as the favorite station for *most* of these TV families in Western Michigan and Northern Indiana.

Why? Because WKZO-TV is programmed and promoted with the same aggressiveness that has always distinguished the Fetzer AM stations—WKZO, Kalamazoo, and WJEF, Grand Rapids. We believe you know what *that* means. . . .

Check this rich TV market, and you'll want the full story. Avery-Knodel, Inc. have all the facts!

**Dick Miller of Huntington Beach, California holds this world's record.*

WJEF top 4 IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV top 4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top 4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

agency

C. H. COTTINGTON, vice president in charge of radio Erwin, Wasey & Co., L. A., transfers to agency's N. Y. office as head of radio-TV. No successor in L. A. named. CHARLES LOWE, TV director for L. A. office, continues in that capacity.

CHRISTY WILBERT, account executive Charles Schlaifer & Co., N.Y., named vice president of agency.

ROBERT S. COLODZIN, Wain & Baruch Inc., N.Y., to Manhattan Adv. Agency, N.Y., as director newly-formed TV department. Co-author of *Your Career in Television*, book to be published soon.

Mr. Colodzin

NORMAN GLADNEY to Franklin, Bertin & Tragerman Inc., N.Y., as vice president and TV director. As of Nov. 1, firm changes name to Franklin, Gladney & Tragerman. DAVID D. POLON, associate TV director Scheck Adv., Newark, N. J., to firm as director TV programming and production.

CHARLES ROSS Adv., L.A., expanding into radio-TV packaging. Firm currently preparing half-hour western program.

MONROE H. SHAW, National Biscuit Co. and Schenley Inc., to McLaren, Parkin, Kahn Inc., N.Y., as account executive.

HAL STEBBINS Inc., L.A., adds public relations department. JACK COURTNEY, public relations department Union Oil Co., to Stebbins to head new department.

RICHARD M. BRADSHAW, Phillips H. Lord program supervisor, to Geyer, Newell & Ganger, N.Y., as traffic supervisor.

ELEANOR DUNN, Wortman, Wilcox & Co., elected vice president Lindsay Advertising Agency, N.Y.

J. D. PARENT, sales manager Grocery Store Products Co., Chicago, to Foote, Cone & Belding, S.F., as merchandising director.

FRANCIS J. FITZGERALD, Dayton Rubber Co., to Geyer, Newell & Ganger, Dayton office, as production manager.

WALTER M. BOLAND, General Electric Co., S.F., to Walther-Boland Assoc., S.F., as partner. He is brother of BARRY W. BOLAND, co-founder with GENE WALTHER of W-B agency.

JEROME Y. CORIN, Puritan Beef Co. sales, advertising manager, to William Von Zehle & Co., N. Y., as account executive, consultant to agency clients on distribution, merchandising.

DEEDEE DWIGGINS, media-secretary Platt-Forbes Inc., S.F., named traffic manager.

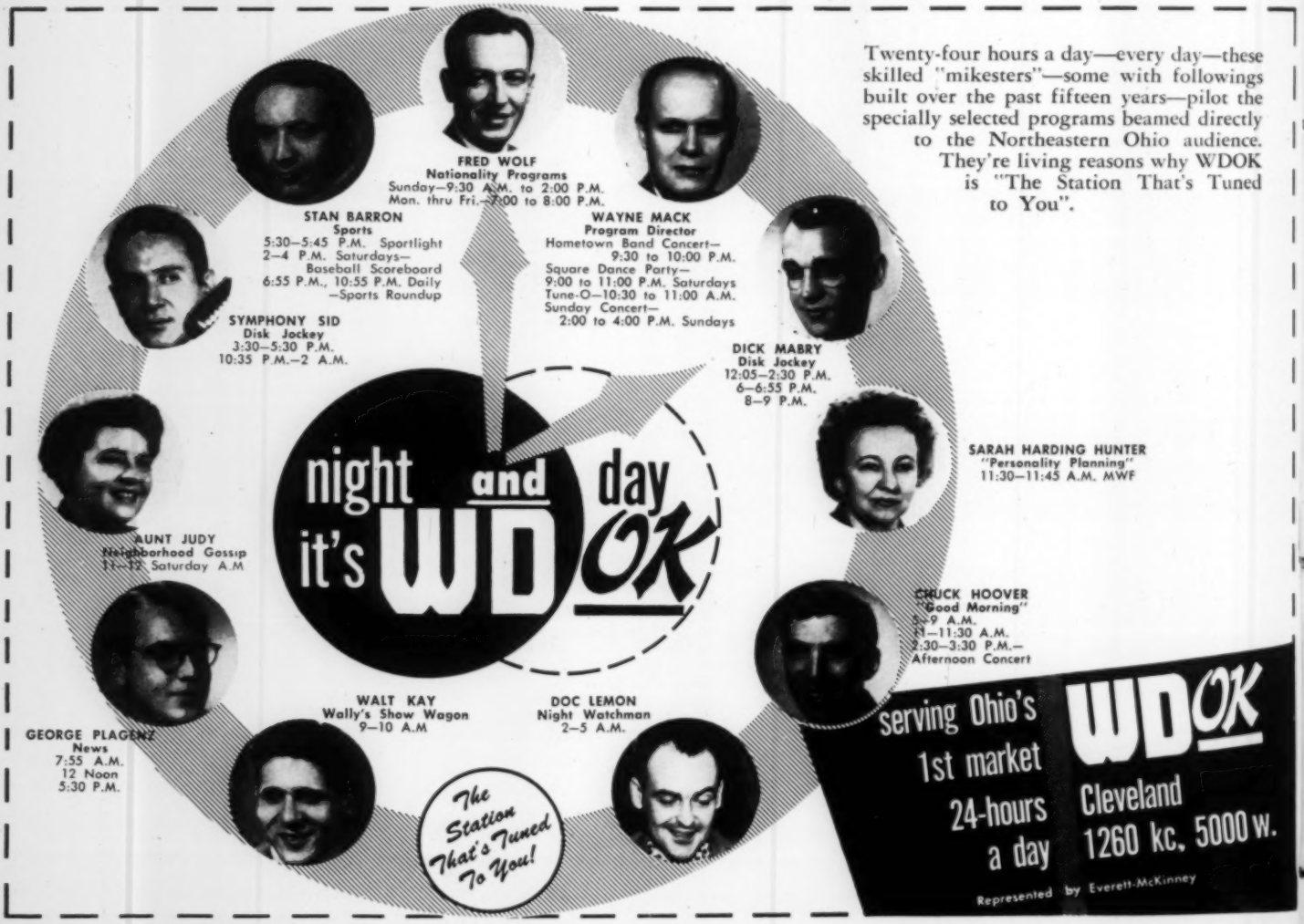
ALEX ARCHIBALD, secretary-treasurer Cockfield, Brown & Co., Montreal, elected a director.

RICHARD E. FORREST to vice president in charge of creative services Victor A. Bennett Co., N.Y.

JANE RIDLEY, ABC Hollywood publicity, to Irwin Co. Inc., Beverly Hills, Calif.

IRA L. STEINER, William Morris Agency Inc., N.Y., to Ted Ashley Assoc., N.Y.

JOHN R. GILLINGHAM, Westinghouse Electric Corp., to James R. Lunke & Assoc., Oakland, as director of client-public relations and sales promotion. STANLEY MORRIS, Lithotype Process Co.; DEE DANCY,



beat

Hardware World, and **BETTY HERRICK**, production expediter, also join agency.

MACKARNESS GOODE, staff executive American Assn. of Advertising Agencies, to senior executive in charge of membership, council and chapter activities and area of ethics, succeeding **GEORGE L. OGLE**, resigned. **LILLIAN W. MacKENZIE**, director of service AAAA, retires after nearly 32 years of continuous service.

DOROTHY ADAMS, Montgomery Ward & Co., Chicago, to Maxon Inc., N.Y., in copy department.

BOYD RIPPEY, KFRC San Francisco salesman, to King Harrington Adv., S.F., as partner. Firm renamed Harrington & Rippey Adv.

H. V. PETERSEN, vice president James Fisher Co. Ltd., Toronto agency, to director. Other director appointments: **H. C. MASON, S. G. LAW, H. M. DUFF. G. E. FOWLES** to treasurer.

New Addresses: PLATT-FORBES Inc. Aug. 31 to 7 E. 44th St., N. Y. 17. New phone number: MUrray Hill 7-3240. **CAMPBELL EWALD Co.**, S. F., to room 1708 Russ Bldg. Telephone remains SUtter 1-8736. **JAMES R. LUNKE Assoc.**, Oakland, to 1549 Alice St.

on all accounts

IN MANY a textbook advertising is described, in brief words, as "the dramatic account of a dynamic economy." Perhaps this is why Theodore B. Pitman Jr., radio and television director, John C. Dowd Inc., Boston advertising agency, is so well equipped for his job.

Boston born and bred, Ted Pitman graduated from Rollins College, Winter Park, Fla., one of the leading dramatic schools in the country. At Rollins, Ted majored in economics and minored in dramatic production.

TED

There can be little doubt that the knowledge of both these fields has come in handy at the Dowd agency. As radio and TV director of the agency, Ted has produced all of the firm's live shows and all spot announcements for both radio and television.

After college Ted, following the path of so many young men in those years leading up to World War II, entered the service as an Army buck private. However, just prior to the outbreak of the war, he transferred to the Navy and in 1946 was released with the rank of lieutenant commander.

It was then that young Pitman struck out on his own to find his niche in the business world. First stop was Air Instruments Inc. where he was employed as a technical sales representative. When this company became the Endicott Corp., Ted became sales manager.

Resigning from this position, Ted entered the advertising field. He was appointed assistant advertising manager for the First National Bank of Boston where he handled the bank's outdoor advertising, display, public relations and assisted in the production of First National's successful Sunday radio show which featured Arthur Fiedler and the Boston Pops orchestra. Ted also helped produce the bank's video venture *Weather or Not* with Dr. James Austin (WBZ Boston) and at the same time worked on spot announcements for both radio and TV.

This was Ted's ground breaking for agency work. In 1949, he resigned from the bank to assume the position he now holds at the Dowd agency. In addition to producing radio-TV shows, Ted is active in handling various public service shows with which the agency is connected, such as the Red Cross and the Community Fund campaigns. An assistant, Helen Gara-

(Continued on page 43)

Planning your Fall SPOT Campaign?

Western New York's number 1 station has a limited number of top availabilities in participations on three tried-and-true programs. They offer sales-wise coverage of

Rochester, N.Y.

which is not just a city, but a WHAM market area of over 1,000,000—top-wage urban dwellers and a highly prosperous farming country of 15 primary counties. Available now for spots on:

Tello-Test

Syndicate telephone quiz that has taken Rochester by storm, as it has every market where it's heard. Twice daily: 1:00 to 1:15 P.M. and 6:30 to 6:45 P.M., Monday through Friday.

Answer Man

The "Ripley" of the air waves, with consistently high and loyal listenership. 12:30 to 12:40 P.M., Monday through Saturday; 6:20 to 6:30 P.M., Monday through Friday.

Cinderella WEEKEND

Women's audience-participation quiz show at Rochester Radio City, with a week-end in New York to the weekly winner and a companion. 1:30 to 2:00 P.M., Monday through Friday. Over 100,000 women have come to see it. Now in its third year on WHAM.

ASK YOUR NEAREST HOLLINGBERY REPRESENTATIVE

WHAM

The Stromberg-Carlson Station

Basic NBC—50,000 watts—clear channel—1180 kc

TAKE A TIP
FROM THE NATIVES...

They Know Where To Pick Peaches!

Atlanta's astute businessmen find it fruitful to place more local business with WGST than on any other Atlanta station! They know, because they live here, that the friendly WGST voice, loaded with local and ABC shows, gathers in a great and diversified audience. An audience that believes what WGST says! Your client or your product can pick a pleasant harvest from this rich Georgia market, using "more-for-your-money" WGST.

WGST

ABC IN ATLANTA
5000 WATTS AT 920 K.C.

Studios and Offices
FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

new business

E. B. LATHAM & Co., N. Y. (electrical supplies and home appliances), names Fred Gardner Co., N. Y., to direct advertising for Thor Home Laundry line and Raytheon Television line.

SIXTH ARMY, S.F., appoints West-Marquis Inc., S.F. Radio will be used.

UNITED AIRLINES looking for quarter-hour TV shows after football games in New York and Los Angeles. Advertiser has already bought similar time on WGN-TV Chicago and WTOP-TV Washington. Agency: N. W. Ayer & Son, N. Y.

AMERICAN WINE Co., Beverly Hills, Calif. (Cook's Early American Grape Wine), appoints Hixson & Jorgensen Inc., L.A., to direct advertising. Radio-TV spots planned starting about October in L.A., St. Louis and Chicago.

CLIQUOT CLUB BOTTLING Co., Oakland, appoints Jewell Adv., same city. Radio will be used.

JACOB ROHNER Ltd., N. Y., initiating campaign Sept. 1 for imported Swiss fabrics. Unique method of fabric cut will be demonstrated on TV spots, probably to be bought cooperatively with local stores throughout nation. Agency: Dundon Assoc., N.Y.

TODD'S Inc., L. A. (men's apparel chain), appoints Ted H. Factor, L. A., to direct advertising. Radio to be used.

Network Accounts . . .

ALLIS-CHALMERS Mfg. Co., Milwaukee, renews *The National Farm and Home Hour*, NBC. Contract 52 weeks, Sat. 12 noon-12:30 p.m., CDT, effective Sept. 9. West Coast repeat at 1:30 p.m. Agency: Bert S. Gittins Agency, same city.

SKELLY OIL Co., Kansas City, Mo., renews 15-minute commentary of Alex Drier, five-a-week, 7 a.m. CDT, and *This Farming Business*, Sat., same time, on regional NBC network of 25 stations, effective Sept. 4. Agency: Henri, Hurst & McDonald, Chicago.

KELLOGG Co., Battle Creek, will sponsor program tentatively called *Space Cadet*, packaged by Rockhill Productions, N. Y., on CBS-TV three times weekly, 6:45-7 p.m., starting early fall. Agency: Kenyon & Eckhardt, N. Y.

J. A. FOLGER & Co., S. F. (coffee), renews for 52 weeks Frank Hemingway newscasts on full Don Lee networks of 48 stations and 22 MBS Intermountain Network stations, Mon.-Sat., 7-7:15 a.m., 4:15-4:30 p.m. (PDT), alternating with White King Soap Co. Folger agency: Raymond R. Morgan Co., Hollywood.

ARMOUR & Co., Chicago, to sponsor *Stars Over Hollywood*, new MCA package TV show featuring cinema stars and promising newcomers on NBC-TV, Wed., 10:30-11 p.m. Show starting Sept. 6, filmed in Hollywood by independent producers. Agency for 52 week contract: Foote, Cone & Belding, Chicago.

Adpeople . . .

E. L. SCHUJAHN, director general flour sales for General Mills, Minneapolis, to vice president. Started with GM in 1924.

BERNARD T. DUCEY named sales manager O'Cedar Corp., Chicago mop company which uses national TV spot. He was Chicago sales manager Van Cleef Bros. and sales executive with Blatz Brewing Co. ROBERT E. SMITH, advertising, sales promotion office manager O-Cedar Corp., appointed advertising, sales promotion manager.

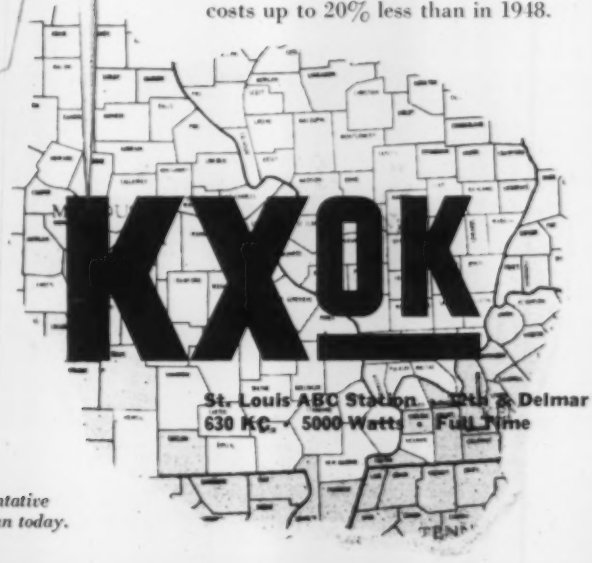
JOHN S. HEWITT, vice president Andrew Jergens Co., Cincinnati, to general manager and vice president Anahist Co., N.Y.

XUM

pin this plus *to the rich St. Louis Market*

According to the 1949 BMB, KXOK's audience is 10.2% greater, daytime—9% greater, nighttime, than in 1946. An audience growth that exceeds all other St. Louis network stations. This, Mr. Advertiser, is a *plus* for KXOK clients . . . a plus *not* reflected in rates. Only minor revisions have been made in KXOK rates since May, 1948. KXOK rates are still based on listeners. KXOK rates still deliver the lowest cost-per-thousand listeners of any St. Louis network station. That's why we say KXOK costs up to 20% less than in 1948.

KXOK costs Less today than in 1948— UP TO 20% LESS



KXOK

St. Louis ABC Station . . . 12th & Delmar · CHestnut 3700
630 KC. · 5000 Watts · Full Time

Call a KXOK representative or your John Blair man today.

Earl Godwin

Earl Godwin, Dean of Washington news men—a "name" in Capital and national news circles is now available on WRC, at choice time, 6:15-6.30 p.m. Monday through Friday.

Godwin's down-to-earth style is a potent selling force in this rich market.

The combination of a prestige program with the timeliness of Earl Godwin's news style means audience loyalty for any product.

This availability demands your careful attention—call WRC or National Spot Sales.

Monday thru Friday
6:15 — 6:30 P.M.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

THE Western record field has received a big shot in the arm with the purchase by Rexall Drug Co. of 260 transcribed 15-minute open-end shows for use by 10,000 independent franchised Rexall dealers, known as Rexallites.

Produced in Hollywood by the radio production division of Counselors Advertising Agency, the show is called *Rexall Rhythm Roundup*. It features Garry Goodwin as m.c. and simulates on-stage appearances of western folk and hillbilly recording stars.

May Expand

Present plans call for using *Rexall Rhythm Roundup* in 400 to 650 local markets on a three-a-week to five-a-week basis. While calling for only 260 shows, the initial contract provides an option and Rexall expects it will develop into a continuous series of 1,040 shows.

Mr. Goodwin adds to the "live" show simulation by using voice tracks. Following each voice track a current recording or new release by the artist speaking on the voice track is promoted on the show.

The show's production staff is headed by Will Scott. It is written by Earl McDaniel. Mr. Goodwin, assisted by Joe Green, handles public relations with the various record companies and artists. Ré C. Atchison, manager of Rexallite advertising, coordinates production for Rexall with the assistance of Sam Zaiss.

Attending the first production session for the new Rexall show are (l to r): seated, Frank J. Miller, Counselors agency; Messrs. Goodwin, Atchison and Zaiss; standing, Hal Ayers, Counselors; Messrs. Scott and McDaniel.

strictly business

Mr. WALLACE

GEORGE WILSON WALLACE started his career in radio 10 years ago selling NBC to visiting tourists as a member of the New York page staff. Today he is still selling NBC, but to the top advertisers and agency executives in the country in his new capacity as radio advertising and promotion manager of the network.

Mr. Wallace and his department are responsible for such effective and important promotion pieces as the latest NBC presentation on the efficacy of network radio in 1950-51 [BROADCASTING, July 31].

Born in Springville, N. Y., in 1914, George Wallace received his B. S. degree at the Wharton School of Commerce, U. of Pennsylvania. Significantly, the subject of his thesis was radio.

Sets Radio Goal

Although his first job, with the Niagara Hudson Power Co., Buffalo, was obviously not in radio, Mr. Wallace even then had set upon broadcasting as his ultimate field. Consequently, when an opportunity arose for him to learn the business from its base as a member of the NBC guest relations staff in New York, he grasped at the chance.

His advance was rapid and his manifest talents were eventually utilized on practically every aspect of the business side of radio from advertising copywriter to his present post as manager of all radio promotion and advertising enterprises.

Mr. Wallace's career, however, did suffer one interruption—the war. He served in the infantry as a first lieutenant and was awarded the bronze and silver stars in combat.

Mr. Wallace is married to the former Mary Jane Stokes. They have one child, Susan, 15 months old. Mrs. Wallace is director of textile advertising for the Celanese Corp. of America, and the family live in Washington Square in New York City.

Mr. Wallace is a member of he Sales Executive Club, Radio Sales Club, American Television Society, and Beta Gamma Sigma, the honor fraternity of business colleges.

Wrong Number

AN ERROR in rerouting by telephone connections the broadcast of a concert by the Gypsies from Hoover Auditorium, Lakewood, Ohio, Saturday night, July 8, sent the program to Toledo instead of WLEC Sandusky, Ohio. Sole audience was a Toledo long-distance operator whose Hooperating certainly was 100%.

KICKOFF

...ON AN ALL STAR SCHEDULE!

LIBERTY

brings you...

TED HUSING *and*

GORDON McLENDON

from coast to coast with the most comprehensive football schedule ever carried by a major network! Every week . . . top games . . . top announcing . . . *top listenership* . . . with this all-star lineup of top sports entertainment:

SCHEDULE

Aug. 12	New York Yankees vs. Chicago Bears
Aug. 19	New York Yankees vs. Chicago Cardinals
Sept. 4	New York Yankees vs. Baltimore Colts
Sept. 7	New York Yankees vs. Washington Redskins
Sept. 17	New York Yankees vs. San Francisco Forty-Niners
Sept. 22	New York Yankees vs. Los Angeles Rams
Sept. 23	Louisiana State University vs. Kentucky
Sept. 30	Army vs. Colgate WEST COAST GAME OF THE WEEK Louisiana State University vs. College of the Pacific
Oct. 1	New York Giants vs. Cleveland Browns
Oct. 2	New York Yankees vs. Detroit Lions
Oct. 7	Army vs. Penn State WEST COAST GAME OF THE WEEK Louisiana State University vs. Rice
Oct. 8	New York Yankees vs. Green Bay Packers
Oct. 12	New York Yankees vs. San Francisco Forty-Niners
Oct. 14	Army vs. Michigan WEST COAST GAME OF THE WEEK Louisiana State University vs. Georgia Tech
Oct. 15	New York Giants vs. Pittsburgh Steelers
Oct. 21	Army vs. Harvard WEST COAST GAME OF THE WEEK Louisiana State University vs. Georgia
Oct. 22	New York Yankees vs. Green Bay Packers
Oct. 28	Army vs. Columbia WEST COAST GAME OF THE WEEK TO BE ANNOUNCED
Oct. 29	New York Yankees vs. Chicago Bears
Nov. 4	Army vs. Pennsylvania WEST COAST GAME OF THE WEEK Louisiana State University vs. Mississippi
Nov. 5	New York Giants vs. Washington Redskins
Nov. 11	Louisiana State University vs. Vanderbilt WEST COAST GAME OF THE WEEK TO BE ANNOUNCED
Nov. 12	New York Yankees vs. Chicago Bears
Nov. 18	TO BE ANNOUNCED Army vs. Stanford Louisiana State University vs. Mississippi State
Nov. 19	New York Yankees vs. Los Angeles Rams
Nov. 23	New York Yankees vs. Detroit Lions
Nov. 24	Louisiana State University vs. Villanova
Nov. 25	TO BE ANNOUNCED WEST COAST GAME OF THE WEEK TO BE ANNOUNCED
Nov. 26	Philadelphia Eagles vs. New York Giants
Dec. 2	Tulane vs. Louisiana State
Dec. 3	New York Yankees vs. New York Giants
Dec. 9	Texas vs. Louisiana State University
Dec. 10	New York Yankees vs. Baltimore Colts

LIBERTY BROADCASTING COMPANY

AMERICA'S THIRD LARGEST NETWORK

You get a lot for a little*

IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE LISTENERS-PER-DOLLAR THAN ANY OTHER STATION IN BALTIMORE

BROADCASTING
TELECASTING

Vol. 39, No. 7 WASHINGTON, D. C., AUGUST 14, 1950 $7.00 A YEAR—25c A COPY

SUPER-BAB PROJECTED

Will Be Separated From NAB

By J. FRANK BEATTY

A SUPER-BAB (Broadcast Advertising Bureau) supported by a million-dollar budget and headed by the best available executive in the broadcasting industry will be set up under NAB auspices and then given complete autonomy to operate as a separate agency.

Unanimous decision of the NAB board to comply with the demands of many member stations by creating this non-NAB sales promotion project was reached at an emergency board meeting held last week in Washington (see separate board story page 16).

With the industry calling for action, the board came through with a sweeping mandate to set up a selling unit designed to give aural broadcasters media promotion on a par and eventually superior to the plush and heavily financed projects maintained by other advertising media.

Even before many of the board members had left Washington, the NAB headquarters staff and the board's own BAB committee were working on plans to incorporate BAB separately in New York State, with headquarters remaining in New York City. A new name will be selected.

Top Industry Names

More important, they were discussing top industry names in an effort to find the right man to undertake this new industry assignment. High — very high — salary and top executives were being considered.

An immediate sales job—the sale of the super-BAB idea to the NAB membership—received quick attention. Robert D. Swezey, WDSU New Orleans, who heads the board's BAB committee, dropped vacation plans and agreed to fly to Seattle for the opening NAB district meeting today (see story page 18).

Mr. Swezey will tell the whole story at the District 17 meeting in Seattle, and then meet with District 15 broadcasters in Monterey, Calif., and District 16 members in Los Angeles.

Other committee members are to take up the assignment and at least one member is to appear at every meeting in the entire series, ending Nov. 9-10 with the District 5 meeting in Atlanta.

Something big had to be done, and quick, about aural radio's sales problems in the opinion of the board. There was no mincing of words about aural station's needs, with other media increasing the pressure on advertisers and TV's impact being felt in some markets.

The board accepted its BAB committee's belief that BAB must be freed entirely from NAB and set up as a super-BAB that can carry on and greatly expand the work started by its first director, Maurice B. Mitchell.

The board highly praised the work of Mr. Mitchell as he leaves BAB this week to join the NBC sales department. It lauded his skill and diligence in nursing BAB from infancy a year ago into a hard-hitting sales promotion agency that has furrowed the brows of competing media executives. It was felt he had performed miracles in getting BAB under way with limited funds.

From its conception, BAB has been conceived by the board as an agency separate from NAB but the board did not take a firm stand on separation until last week. BAB has not been 100% welcome in the industry, and some NAB board members have argued that its aggressive selling against newspapers was the reason back of a number of newspaper station resignations.

Allow More Freedom

Completely separate from NAB, the super-BAB will be able to hit where it pleases without worrying about newspaper stations. Many board members frankly stated that separation of BAB should bring back into NAB some of the newspaper stations that have resigned in the last year.

In the search for a BAB president, board members tossed around such names as Niles Trammell, NBC board chairman, along with Edgar Kobak, WTWA Thomson, Ga., and Mr. Swezey, who are nationally known broadcast executives but who disclaimed personal interest in the key assignment.

Left out in the cold to a considerable extent in this new and greater BAB project is television. During the interim period before BAB breaks loose from NAB, several pending TV projects will be maintained. BAB's TV achievements include a video version of "Mitch's Pitch," sobriquet applied to Mr. Mitchell's various sales presentations.

Should TV feel the need for customers, or feel a competitive pinch, NAB will take up the idea of a separate TV-BAB but this is strictly a matter for future decision. At present NAB is more interested in serving aural stations both AM and FM. A strong plea for FM attention in BAB's activities was made to the board

(Continued on page 28)

STATION REVENUE UP

NAB Study Shows

By RICHARD P. DOHERTY
DIRECTOR
EMPLOYE-EMPLOYER RELATIONS
NAB

DURING 1949 the average broadcasting station rang up more sales revenue in its cash register than during 1948, but a higher percentage of these income dollars flowed out into operating costs. Thus, the margin of profit (before taxes) was the lowest in the industry's history.

These and other interesting economic and financial facts were revealed in the Second Annual Costs Study recently completed by the Research Department and the Employe-Employer Relations Department of NAB.

A total of approximately 900 questionnaires were received, thereby giving a well balanced sample of the radio broadcasting industry.

Some of the more significant facts concerning the 1949 financial operations, payroll and employment of the broadcasting stations of the nation are as follows:

(1) Total operating expenses—for those stations which stayed in the black—absorbed 85.3% of revenue, leaving 14.7% as the gross margin of profit before taxes. The operating expense ratio for 1949 was the highest in the recorded history of the industry. It is interesting to note that, from the FCC industry-wide figures, the highest previous operating ratio was 83% in 1938.

(2) The brighter side of the cost

* * *

Mr. DOHERTY

picture was the fact that the long prevailing upward trend in the industry's operating expense ratio seemed to show signs of flattening out. From 1948 to 1949, the rise was from 84.2% to 85.3%; from 1947 to 1948 it rose from 79% to 84.2%; from 1946 to 1947 it jumped from 74% to 79%; from 1945 to 1946 it went up from 69% to 74% and rose from 64% in 1944 to 69% in 1945. From 1938 to 1944 there were steady decreases in the annual ratio between expenses and income.

One Third Total

(3) On the other hand, submarginal stations continued to aggregate nearly one-third of the total stations on the air during 1949. In 1948 approximately 32% of the stations in the industry lost money. NAB's 1949 survey indicates an estimate of about 30% of all licensees operated "in the red" during the past year.

(4) Some interesting facts concerning these 1949 "loss" units were that 49% of them were local stations; 46% regional stations and 5% were clear channel li-

(Continued on page 16)

XUM

Revenue Up

(Continued from page 15)

censees. Contrary to the opinion of some persons, these unprofitable operations were not all "Johnnies come lately." Approximately 17% of these "loss" stations have been on the air 10 or more years and another 7% have been in operation 5 to 10 years. The remainder (76%) have come into existence since 1945. Incidentally, these red ink stations were pretty well distributed among all regions of the nation; 55% were network affiliates and 45% were non-affiliates.

(5) The larger segment of station costs was payroll. Total compensation paid to employes amounted to approximately 50% of revenue or nearly 60% of all operating expenses.

(6) The broadcaster's revenue dollar was distributed as follows: 15% for technical expenses; 29% for program expenses; 12% for selling expenses; 29% for general administrative—leaving about 15% as gross profit before taxes.

Decline Trend

(7) Operating cost ratios tended to show a declining trend with higher station income. For example, stations doing less than $50,000 per year spent 89% for total operating expenses while stations in the "above $1 million class" had an operating ratio of 74%. In between these two extremes the expense ratio had a persistent tendency to fall. These facts—verified by the results of last year's study and FCC data for previous periods—lend credence to the EERD's contention that the most significant factor affecting station operating ratios is the level of income. Other factors such as geographic location, wattage, etc., do have a bearing upon the typical broadcaster's question: "What should it cost me to operate my station?" However, except for the competence of individual management, none of these circumstances affects operating ratios so much as does the volume of income.

(8) The average income "per station" showed some variation from region to region. The highest average station income ($307,831) prevailed in the Northeastern States; the North Central area average was $277,633; for the Southeastern stations it was $195,348; for the South Central it was $168,939 and for the Pacific and Mountain stations it was $177,448.

(9) On the other hand, the higher average "per station" income regions also tended to have the higher operating cost conditions.

(10) An analysis of identical "profitable" stations which reported both in the 1948 and 1949 NAB Cost Studies offered proof that some broadcasters have done a good job at cost control. In fact, 35% of these stations actually reduced their operating costs for 1949 as compared with 1948. Many of these broadcasters found the NAB "Cost Yardsticks" a valuable tool by which they could appraise their own costs according to industry-wide—and comparable station—experiences.

One obvious conclusion which is reached by any analysis of station operating costs, is that the major influence upon income and cost is management. In radio, as in other fields of business, management is the mainspring of a successful and profitable enterprise.

The control, or reduction, of operating costs, is one of the most pressing problems facing the majority of broadcasters throughout the industry. The ways and means of achieving the lower break-even point must, of necessity, vary from station to station but no manager will find the answer in some easy simple formula.

However, one of the very first costs control steps which should be taken by the owner or manager of every radio station should be the analysis of his own operating expenses according to comparable standards and yardsticks. Self appraisal and the analysis of one's operating cost structure is the foundation for effective cost control.

FOR the second successive year broadcasters can analyze their current operating costs in the light of industry experience as a result of the NAB's industrywide survey. As a nationally known economist and labor specialist, Mr. Doherty was asked by BROADCASTING to analyze station costs from a nationwide perspective. He is discussing details of the NAB cost analysis study, as applied to individual markets and stations, at the NAB district meetings which open today (Monday) in Seattle.

NBC SUNDAY PLAN

Propose 1½ Hour Radio Show

AN HOUR-AND-HALF Sunday evening radio show—counterpart of the television *Saturday Night Revue* launched last season—will be undertaken by NBC beginning next fall.

The program, tentatively scheduled for 6:30-8 p.m., is intended to reinforce the NBC opposition to the rival CBS line-up of *Our Miss Brooks*, Jack Benny and *Amos 'n' Andy* and to entice some of the television audience back to radio as well.

As now conceived, the program will be offered to three sponsors, each paying one-third of the total cost, and all rotating in the three half-hour segments of the show. Under this plan an advertiser would get his commercials in the 6:30-7 p.m. period one week, the 7-7:30 p.m. period the next and so on.

DEFENSE AND SALES

Top NAB List

TWO major industry emergencies—defense and sales—will be attacked with new weapons being shaped this week at NAB headquarters under orders from the board of directors.

First, NAB is picking members to serve on an industry committee to counsel with government agencies in guiding broadcasting's public service during the present national defense emergency.

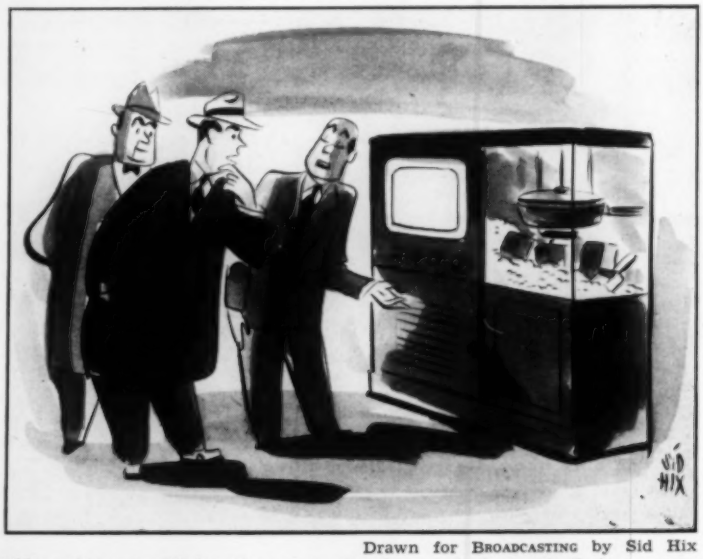
Second, aural radio's sales crisis will be met headon by a projected million-dollar Broadcast Advertising Bureau headed by one of the biggest names in the industry and eventually operated completely outside NAB (see BAB story page 15).

The board held emergency sessions last week to meet the two situations. With this limited agenda, the directors went right to work Monday morning on the mobilization problem. By afternoon they had prepared a plan for industry service and by evening had worked out most details of the BAB project.

Tuesday, the second day, was spent with FCC Chairman Wayne Coy and John R. Steelman, Assistant to the President.

Out of these high-level government conferences came assurance that no controls over broadcasting beyond those self-imposed in the last war are foreseen at this time. This was augmented by suggestions on how broadcasters could serve the country.

NAB President Justin Miller and William B. Ryan, general manager, were to confer today on the broadcaster's defense group, a project that had been endorsed by Mr. Steelman.



Drawn for BROADCASTING by Sid Hix

"Now this set will hit the movies hard. . . . It has a built-in popcorn machine!"

Not yet clear is the scope of this council's membership. Originally it had been conceived as an all-industry group, formed under NAB auspices and including network, aural, TV, and perhaps advertising and manufacturer representation. It was apparent at the weekend that not all related industry groups were in favor of an industrywide council appointed under NAB auspices.

While the personnel side of the defense emergency was receiving attention, action was seen around NAB as its Public Affairs Dept. prepared to carry out a Steelman-blessed plan to set up a special emergency information service for broadcasters.

BAB Action

And there was action, too, on the BAB front. Robert D. Swezey, WDSU New Orleans, as chairman of the board's BAB Advisory Committee, flew to Seattle late last week for today's opening of the NAB district meeting series (see direct meeting story page 18).

FCC Chairman Coy made clear broadcasters had shown in World War II that they can meet national emergencies on a voluntary basis. He offered this comment after Gilmore N. Nunn, president of the Nunn Stations, had asked, "Mr. Coy, do you feel you can say as chairman of the FCC that in your opinion the controls and measures taken in broadcasting during the last war were sufficient to the emergencies—and do you feel that you would be inclined to recommend any more stringent controls than those in the current emergency, or any foreseeable development of it?"

In reply Chairman Coy said he saw no needs for controls beyond those employed in the last conflict

(Continued on page 71)

RADIO STILL BEST

ABC Refutes ANA Attack

ABC LAST WEEK brought up a heavy artillery piece in the defense against the campaign to boost television at the expense of radio.

The network began showing a presentation intended to restore perspectives about both radio and television, and aimed at countering the Assn. of National Advertisers' drive to cut radio rates. The conclusion reached by ABC is that radio is the best, quickest and cheapest way to conduct a national advertising campaign.

ABC, which points out that it is in both the radio and television business, admits that TV is "the greatest sales force ever developed in the history of advertising," but it emphasizes that as yet television has serious limitations for the national advertiser.

Ninety-five percent of all U. S. homes have radios; only 16% have television sets, ABC says. Further, radio is still growing—and at a rate even faster than the phenomenal growth of TV. In 1949 more than two and a half times as many radio sets were sold as television sets.

The margin of radio circulation over that of television is even greater when the some 20 million portables, auto radios and other instruments available for out-of-home radio listening are considered.

No matter how you measure it, "America's greatest national advertising medium is radio," the presentation says.

Audience statistics regarding an unidentified program that was simulcast on a radio and television network are used to emphasize the fact that radio leads television on every audience count.

Audience Statistics

Last April, based on Nielsen figures, the program reached a total audience of 8,933,200 homes—both radio and television. Of that number 75.6% were radio homes and 24.4% were television.

In television cities alone the same program reached a total audience of 4,496,900 homes—51.6% of them radio and 48.4% television.

The clincher to the argument is the audience in New York where the program had an audience of 1,284,000 homes, 58.8% of them radio and 41.2% of them television. "Even in television's own back-yard, radio does a better job than TV," the presentation says.

A breakdown of the costs of circulation for the same program in New York provides a strong argument against reduction of radio rates.

The cost-per-thousand homes reached by radio version of the show was $1.79 and the cost of television $3.78. These costs were for time and facilities only.

"Other media may supplement radio," the presentation concludes. "None can supplant it."

The presentation was prepared under the supervision of Theodore I. Oberfelder, ABC director of advertising, promotion and research.

FLORIDA GROUP

Switches Citrus Account

FLORIDA Citrus Commission, in a reportedly surprise move, last week announced it was switching its $2 million advertising account from Benton & Bowles to J. Walter Thompson Co., both New York.

The commission, already a heavy seasonal spot radio user, is turning to radio more and more and TV reportedly is being considered for greater "local level" emphasis.

Benton & Bowles, which has handled the account for seven years, was given 90-days notice under its present contract and will complete advertising already underway for summer promotion of canned citrus juice sales. The new contract with J. Walter Thompson will become effective immediately so work can begin on fall plans to promote fresh citrus. Don Francisco, JWT vice president, will supervise the account.

Only a few weeks ago the commission's advertising committee had recommended retaining Benton & Bowles, but last Wednesday the commission voted in favor of JWT. Thompson plans to open an office at Lakeland to service the account.

The commission last week also tentatively adopted its $2 million advertising budget for the 1950-51 season. It includes $1,250,000 for consumer advertising, $180,000 for promotion and consumer publicity, and the rest for point-of-sale promotion, medical and dental advertising, salaries and expenses.

Mr. Francisco said JWT is inclined toward local level rather than national promotion for the commission. This would entail community media such as radio, TV and newspapers rather than national magazines.

Dawson Newton, advertising manager of the commission, stated he is looking forward to a profitable association between his department and Mr. Francisco. He told BROADCASTING that radio and television plans will be considered in the overall operation, with definite details to be announced later.

ABC GROSS SALES

Reports $11 Million Plus

ABC last week reported gross sales, less discounts, returns and allowances, of $11,131,966 in the second quarter of 1950, in information on file with the Securities Exchange Commission.

In the corresponding period of 1949, the network's gross sales, less discounts, returns and allowances, was $10,438,546.

McFARLAND BILL

House Hearings Begin

THE DRIVE to enact the first major radio legislation since 1934 was reopened last week in House Interstate Commerce Committee hearings on the McFarland Bill (S-1973), which appeared to have strong House backing—reportedly including the leadership—despite general opposition of the FCC.

FCC testimony, which consumed most of the two days devoted to the measure last week, was marked by one substantial deviation from its earlier statement on the bill. This time the Commission added a proposal, adapted from the pending Sadowski Bill (HR-6949), which would empower FCC to levy fines and suspend licenses in addition to its existing revocation powers and the cease-and-desist authority which would be added by the McFarland Bill.

Passed Twice

The McFarland measure has passed the Senate twice—once in its original form, and again in a slightly modified version which was approved as an amendment to a bill (HR-4251) already approved by the House [BROADCASTING, July 31].

The bill also has the endorsement of NAB, Television Broadcasters Assn., the Federal Communications Bar Assn., CBS, and RCA-NBC, who presented their views last week or were slated to do so when the sessions resume today (Monday) for what may be the final session. Sen. E. W. McFarland (D-Ariz), author of the bill, submitted a letter which, though not yet formally entered in the record, was assumed to make a strong plea for his measure.

Gordon Brown of WSAY Rochester also was listed as a proponent but was expected to deal more extensively with what he considers an urgent need for stricter controls over network dealings with affiliates. The Justice Dept.'s Anti-Trust Division, too, was expected to present a strong statement urging strict anti-monopoly safeguards.

Signifying the committee's interest in the measure, some 17 members of the committee were on hand during portions of the opening session. Committee Chairman Robert Crosser (D-Ohio) delegated the duties of presiding officer to Rep. Dwight L. Rogers (D-Fla.).

FCC Chairman Wayne Coy detailed FCC's position on the McFarland Bill in a 74-page statement which he presented in part during the opening session on Wednesday and completed when the hearing resumed Friday.

Aside from open espousal of the administrative sanctions which the Sadowski Bill would give to FCC [BROADCASTING, Jan. 30], the Commission statement did not deviate in substance—and in many instances not in language—from the statement and substitute bill which the Commission submitted five months ago [BROADCASTING, March 6].

Briefly, the proposed new "sanctions" provision would authorize FCC not only to revoke licenses for certain offenses but also, as lesser penalties, to issue cease-and-desist orders, suspend licenses for as much as 90 days, or to impose fines up to $500 for each day on which an offense was found to have occurred. Before taking any of these steps, the Commission would be required to serve notice on the licensee and give him an opportunity for hearing.

The Sadowski-FCC plan also would give FCC further strings on the networks. It would authorize suspension or revocation proceedings against any licensee which "has engaged in a course of conduct designed to persuade, induce, or coerce any other licensee" to violate any radio law or FCC rule or to "engage in any course of conduct which . . . would warrant the Commission in refusing to grant a license or permit to such other licensee or permittee."

In explanation, Chairman Coy said:

This provision would apply to the licenses of stations owned by networks which engage in activities resulting in arrangements with affiliated stations which controvert the Commission's Chain Broadcasting Regulations. In these situations, the positions of the networks vis-a-vis their affiliates is generally such that the network is equally, if not more, responsible for such arrangements than the affiliates.

Modify Revocations

Existing grounds for revocation would be modified so that licenses could be suspended or revoked only where the specified offense was "knowingly," "wilfully" or "repeatedly" committed. Mr. Coy felt this would "serve to dispel any fear that the revocation or suspension sanction would be utilized . . . with respect to conduct which is inadvertent." Inadvertent violations would be handled through issuance of cease-and-desist orders.

FCC has frequently expressed a need for power, in connection with infractions of its rules, to impose sanctions short of the death penalty of revocation. But Mr. Coy emphasized:

. . . I wish to make clear that the provisions of our proposed amendment, authorizing the Commission to issue cease and desist orders and to

(Continued on page 71)

TEST SURVEY PARLEY

In N.Y. Aug. 22

FIRST meeting of the six-man committee appointed to draw up plans for an impartial clinical test of Hooper and Pulse survey methods is scheduled Aug. 22 in New York.

The meeting was called by Dr. Kenneth H. Baker, NAB research director, at the request of Fred Manchee, BBDO, New York, temporary chairman of the committee appointed by Stanley Breyer, KJBS San Francisco [BROADCASTING, Aug. 7].

Mr. Manchee, who is on the West Coast, asked that Dr. Baker set a time for the first meeting in New York because of the geographical problem of making arrangements from that distance.

The committee represents agency, advertiser, broadcaster and station representative groups as well as heads of the Hooper and Pulse survey firms. Its first job is to decide how to go about arranging the survey showdown.

This showdown has developed into an issue of national industry interest since it was proposed by KJBS in an advertisement that appeared in the July 3 BROADCASTING.

When membership of the committee of six was announced in early August, Dr. Sydney Roslow, head of The Pulse Inc., claimed he had not been given the promised opportunity to approve its composition.

Accepting appointment on the committee, besides Mr. Manchee and Dr. Baker, were Lewis H. Avery, of Avery-Knodel, station representative; A. Wells Wilbor, director of Market Analysis Dept., General Mills. Dr. Roslow, and C. E. Hooper, head of the Hooper research firm, also are members.

In accepting the appointment, Mr. Hooper wired Mr. Breyer:

Hooper Accepts

"I accept your invitation to serve on the test survey committee. The best indication yet of the national significance of the San Francisco-Oakland test lies in the calibre of the four men who have accepted membership on this committee, to supervise the project.

"The committee's balance between buyers and sellers of broadcast time and its personnel combines thorough knowledge of research techniques and problems with the seasoned approach of top management. I congratulate KJBS on its wisdom of choice, aggressiveness of action and look forward to constructive resolution of this problem."

Mr. Breyer, in reply to Dr. Roslow, pointed out that the KJBS objective is the same as Dr. Roslow's—"to attempt to bring order out of confusion." He wrote that Dr. Roslow's only specific qualification covering the committee had been that it "must be acceptable to Pulse and must be composed of recognized research people who are removed from the San Francisco locale."

Answering this claim, Mr. Breyer said, "At no time did you ask, nor did we promise, to submit committee membership for your approval. However, now that you know the membership of the committee, you should feel free to state which of the committee members do not meet your qualifications.

"Your Aug. 3 letter also stated that 'by research people, I mean those who are doing radio research day by day as their job.'

"As the committee will observe rather than conduct the survey, it is preferable to have the committee composed of those who know the tools of research as well as those doing radio research day after day, such as Dr. Baker, Mr. Hooper and yourself—half of the committee.

"The other point raised in your Aug. 3 letter was that our original committee was to include a Pulse and a Hooper station subscriber. As our proposed survey moved from a local to a national level, we progressed from a Hooper and Pulse station representative to the NAB (Dr. Baker) and National Assn. of Radio Station Representatives (Mr. Avery) participation in order to give representation to the greatest possible number of stations. I sincerely believe that all stations are ably represented by the NAB and NARSR.

"You also ask, 'How was the committee chosen? Did you invite them? Did they volunteer?'

"Each of the committee members was invited by me on the same basis that you and Mr. Hooper were invited to serve. A problem existed and your organization (as the NAB, AAAA) was directly concerned.

"To be completely frank, I was amazed that you were not highly gratified with the committee membership—both the invididual members and the organization they represent. There can be no doubt but that the survey will be handled objectively, capably and on the highest ethical plane. Obviously the situation entails prompt handling."

WAR CENSOR

May Name Crutchfield

REPORTS that Charles H. Crutchfield, vice president and general manager, WBT Charlotte, N. C., is being considered by President Truman to head up either a new government censorship or war information office was partially confirmed on Capitol Hill last week [CLOSED CIRCUIT, Aug. 7].

It was learned that at least two Senators, one of them from Mr. Crutchfield's home state, had been broached by White House representatives on the WBT executive's qualifications for either job.

Mr. Crutchfield

Sen. Clyde Hoey (D-N. C.) confirmed that he had been asked for opinion on Mr. Crutchfield's background and experience, and added that he gave his unqualified endorsement of the radio executive. He declined to comment further on proposed plans for creation of either a censorship or information office, explaining that he had been led to understand that it is still in the exploratory stage.

Sen. Olin D. Johnston (D-S. C.) also was approached with respect to Mr. Crutchfield's possible availability, it was understood, but could not be reached for comment. He is in Spartanburg, S. C., because of the illness of his daughter.

CONLEY APPOINTED

Will Head KEX-AM-FM

IN line with Westinghouse radio and television plans for the Pacific Northwest, J. B. (Steve) Conley has been appointed manager of KEX-AM-FM Portland, Ore., according to Walter E. Benoit, vice president of Westinghouse Radio Stations Inc.

Since 1946 Mr. Conley has been general manager of the Westinghouse group with headquarters in Philadelphia. At Portland, he succeeds C. S. Young, who returns to his former post as manager of WBZ Boston, WBZA Springfield. A KEX television application is now before the FCC.

NAB DISTRICT MEETS OPEN

In Seattle

DEFENSE, Broadcast Advertising Bureau and NAB itself provide basic themes for the series of 17 NAB district meetings that get under way today (Monday) at the Benjamin Franklin Hotel, Seattle.

The annual regional roundups of broadcasters take on added interest this year in view of the national emergency and the brand new plan to expand BAB into a million-dollar agency entirely outside NAB (see board and BAB stories, page 16 and page 15).

Harry R. Spence, KXRO Aberdeen, Wash., told BROADCASTING last week that a full day of the District 17 (Wash., Ore., Alaska) meeting would be devoted to BAB. Robert D. Swezey, WDSU New Orleans, chairman of the NAB boards BAB Advisory Committee, will tell the whole story of the BAB project.

Lee Hart, BAB assistant director, will take part in the Seattle meeting and is expected to make the entire national circuit. She will describe BAB operations, review plans for future work and serve as advertising consultant. This is the job done on the circuit last year by Maurice B. Mitchell, who retires this week as BAB director.

Mr. Spence said J. Archie Morton, KJR Seattle, chairman of the host committee for District 17, had wired all stations last week that Mr. Swezey would attend and that full facts would be given on national defense services.

Ralph W. Hardy, NAB government affairs director, will discuss defense with District 17 members as will Director Spence. Mr. Hardy also will present NAB's new slide film presentation in which association services are graphically portrayed.

New Projector

A new LaBelle automatic slide film projector, remotely controlled, has been obtained by NAB for the district meetings. A series of slides has been prepared by Robert K. Richards, public affairs director, and his assistant, Jack Hardesty.

William B. Ryan, NAB general manager, had been expected to attend the meeting as substitute for President Justin Miller, who had to stay in Washington because of defense activities. He was forced to cancel, however. Judge Miller will attend the 16 remaining meetings.

Richard P. Doherty, NAB employe-employer relations director, will review the second annual NAB study of operating costs and income conducted in cooperation with Dr. Kenneth H. Baker, NAB research director (see article page 15). Mr. Doherty will go into local and regional aspects of the extensive cost survey. In addition he will hold a labor relations clinic and consult with individual broadcasters.

TV Clinic Set

Charles A. Batson, NAB television director, will conduct a television clinic. This clinic will be a feature of at least 15 of the district meetings, depending on wishes of individual district directors.

Carl Haverlin, president of Broadcast Music Inc., will discuss industry music developments.

District 17 will elect a new director to succeed Mr. Spence, no longer eligible under a new NAB by-law limiting service to two consecutive terms. Mr. Spence has been a board member since 1939.

Nominated by mail to run for the directorship were Lee W. Jacobs, KBKR Baker, Ore., and H. Quenton Cox, KGW Portland, Ore. Additional nominations can be made from the floor.

XUM

RADIO-TV CONTROL

Officials Allay Fears

FEARS that broadcasters may be subject to far more stringent controls in an all-out emergency than during World War II and reports that television faces a total "blackout" because of conflicts with radar frequencies were discounted last week by responsible communications officials on three government levels — FCC, the Defense Dept. and the National Security Resources Board.

Simultaneously, a high Defense Dept. communications officer revealed that one solution to the "radio silence" problem — encompassing the possibility that American radio signals lend themselves to "homing" of enemy aircraft— had been recommended for consideration of the Air Force, as well as the FCC and NSRB.

It was emphasized, however, that the military had evolved no final policy governing the whole controversial problem of radio silence, and that any eventual decision would rest largely on continued study of the problem by FCC's technical staff.

Highlight of Week

These revelations highlighted a week of activity during which government officials — John R. Steelman and Charles Jackson, representing the Executive Office of the President, and FCC Chairman Wayne Coy—met with members of the NAB board to discuss the emergency situation (see story page 16).

A Disaster Radio Network, for which FCC announced proposed rules Aug. 3 [BROADCASTING, Aug. 7], also drew the attention of broadcasters. The proposal was explained by Chairman Coy to NAB board members, and also received intense study by top Defense Dept. communications specialists in the Pentagon, one of whom testified before the Commission in hearings on the contemplated service.

Leighton Peebles, communications director of the National Security Resources Board, charged with planning the nation's mobilization effort, told BROADCASTING that the question of excessive power, which may lend itself to "homing" of enemy craft, would "rest largely" with FCC's technical staff and with the military. The former is currently studying the problem on the operational level, the latter reserves ultimate policy decision during wartime as it bears on radio silence.

With respect to TV-FM interference factors in homes, Mr. Peebles said the matter would rest with FCC and, in turn, with manufacturers of radio transmitter and receiver equipment. He cited a speech made last June by Chairman Coy at the annual convention of Radio-Television Mfrs. Assn. in Chicago which dealt partly with excessive oscillator radiation of TV and FM receivers in the home.

Chairman Coy declared that such radiation is a "deadly weapon" because of potential interference to air navigation aids, and warned that FCC may be forced to use its power to curb offenders [BROADCASTING, June 12, 5].

Extra Power Supplies

On the transmission level, Mr. Peebles pointed out that NSRB communications specialists are studying a number of factors in the event of disruption of normal communication lines. Among them are plans involving broadcast stations in key areas who have supplemental power facilities in the event the main power supply is bombed out.

Mr. Peebles, again citing Mr. Coy's speech, felt that manufacturers could turn out FM and TV sets, under FCC prodding, which would not interfere with aviation radio and which would not lend themselves to "homing" tactics through use of excessive power.

At the same time, he thought it unlikely that TV sets either have or would interfere with radar operation.

He said that, as far as he knew, the military had not requested additional VHF channels to accommodate its needs, and that those already allocated to TV and FM would not be commandeered. The government currently utilizes these bands: 72-76 mc; 162-174 mc; 216-220 mc; and 225-400 mc. They are used for fixed and mobile services and for aeronautical navigation and communication.

As to "homing" tactics, Col. Pitts indicated that this was overemphasized as a problem, and that enemy craft would be given little opportunity under a 30-second push-button operation to set their tracks on AM-FM-TV signals even though radio silence may be imposed during the attack.

Monitor Stations

One plan, contemplating utilization of the key station network, would call for a chain of high and medium power monitor stations, working with the Air Force Aircraft Warning System, and a similar hookup of secondary outlets which would pick up air raid warnings from the major stations.

The warnings would be cut into regular radio programming through use of sub-audible or coded frequencies for information of local civil defense officials (unknown even to the engineers) and then transmitted through the customary air raid sirens and cruising or mobile loudspeakers.

Another plan which has invited interest of the military, Col. Pitts pointed out, is FCC's proposed Radio Disaster Network which FCC Chairman Coy explained to NAB board members last week. Network will serve as a liaison between local services such as police and fire departments, hospitals, and other groups. Col. Pitts said he attended the meeting conducted by FCC.

Stations already licensed by FCC in all fixed, land or mobile categories, as well as commercial and amateur operators, are eligible to operate as a network outlet under a locally coordinated plan. It was emphasized that the plan is subject to approval by the NSRB.

FCC Actions

THREE new AM stations, one new FM outlet granted by FCC last week. Nine station transfers approved. One AM permit revoked, two FM permits deleted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 64 and FCC Roundup on page 73.

INDUSTRY MOBILIZATION

NEMC Formed

NEW radio manufacturing committee to direct mobilization from a top policy level, in cooperation with high government officials, was formed jointly last Tuesday by Radio-Television Mfrs. Assn. and National Security Industrial Assn. (NSIA). It is known as the National Electronics Mobilization Committee (NEMC).

Confined to policy and advisory functions, this committee will supplement the Electronics Industry Advisory Committeee (EIAC) appointed in 1948 by the Munitions Board and the National Security Resources Board, governmental agencies.

Chairman of the new policy committee is Fred R. Lack, Western Electric Co., who also serves as one of two co-chairmen of EIAC. The new committee will set up a Washington office to maintain constant liaison with national defense officials and all agencies involved in industrial mobilization and military procurement of radio and electronics products.

RTMA President-Board Chairman Robert C. Sprague, Sprague Electric Co., and Frank M. Folsom, RCA, president of NSIA, jointly appointed the new advisory committee. NSIA is an all-industry group designed to coordinate U. S. productive facilities and mobilization activities. The new NEMC was set up following a special Tuesday meeting of the RTMA board of directors.

The board took up problems of coordinating radio-television industry production and the expected $1 billion to $1.5 billion in electronic production which the military will need in the next 15 months. Manufacturers have advised defense officials the industry is ready to give top priority to government orders and speed up production of essential radio and electronics equipment and components.

NEMC Members

Members of the new NEMC, besides Chairman Lack and Messrs. Sprague and Folsom, are Benjamin Abrams, Emerson Radio & Phonograph Corp.; C. F. Adams Jr., Raytheon Mfg. Co.; Dr. W. R. G. Baker, General Electric Co.; Max F. Balcom, Sylvania Electric Products; William Balderston, Philco Corp.; W. J. Barkley, Collins Radio Co.; Harold Buttner, International Telephone & Telegraph Co.; Walter Evans, Westinghouse Electric Corp.; Malcolm P. Ferguson, Bendix Aviation Corp.; Paul V. Galvin, Motorola Inc.; R. E. Gilmour, Sperry Corp.; W. J. Halligan, Hallicrafters Co.; J. J. Kahn, Standard Transformer Corp.; Arie Liberman, Talk-A-Phone Co.; W. A. MacDonald, Hazeltine Electronics Corp.; E. F. McDonald Jr., Zenith Radio Corp.; A. D. Plamondon Jr., Indiana Steel Products Co.; Ross Siragusa, Admiral Corp.; Ray F. Sparrow, P. R. Mallory & Co.

Meanwhile, Mr. Lack and other members of the Electronics Industry Advisory Committee are prepared to confer today (Monday) at the Pentagon with officials of the Munitions Board and National Security Resources Board, which the industry committee serves in consulting capacity.

Military needs in the whole equipment materiel field, including component parts and end-equipment, are slated for discussion by government officials and representatives of the 30-odd radio-TV-electronics manufacturers who hold membership on the committee.

Air Force and Navy requirements relating to output of radar sets and other major items probably will be broached during the session.

The EIAC meeting originally had been set for Sept. 24 but was pushed up because of a general speedup in the government's procurement and stockpiling program, according to Marvin Hobbs, communications-electronics division chief, Munitions Board, who will attend today's meeting along with Leighton Peebles, communications director of the National Security Resources Board.

Out of the meeting is expected to develop a clearer understanding among manufacturers of what percentage of present civilian output may be diverted to military channels [BROADCASTING, Aug. 7].

Mr. Barrington (l) discusses his program with Mr. Kirchhoff (center) and Charles E. Burge, KXOK salesman on the Weber account.

A St. Louis Dodge Dealer Finds Radio Answers the Challenge

LAST AUGUST Sidney Weber, St. Louis Dodge dealer, faced his first postwar crisis. With new 1950 Dodge trucks enroute from the factory, Mr. Weber still had 103 outdated 1949 models on hand. Other members of the St. Louis Dodge Dealers Assn. were caught in a similar predicament, but they quickly unloaded their year-old models at a loss.

Not Sidney Weber. Although he sold only 14 leftover trucks in the first two weeks of the new Dodge year, he held firm to his price schedule. If he had to take a loss, he reasoned, he'd rather put some money into merchandising the trucks via radio. If he didn't succeed in moving all of them, at least he would reap some gain from advertising the Weber name.

Sales Success

Last Sept. 6, Sidney Weber Inc. inaugurated a radio campaign that enabled the company to dispose of its remaining 89 outdated trucks at full price by Christmas. Thirty-nine trucks were sold in the 22 working days left in September, 21 in October, 17 in November, and 12 in December. His success prompted Mr. Weber to earmark 90% of his 1950 advertising budget of $30,000 for radio.

The successful truck campaign also greatly broadened the Weber trade area for passenger cars as well as commercial vehicles. Prior to last fall, the company drew most if its patrons from within 50 miles of St. Louis. Radio now attracts buyers 160 miles away. It draws new truck customers from a wide range of pursuits, such as laundering, bottling, road construction, electrical contracting, heating and air conditioning, long distance hauling, auto transport, package delivery and general contracting. One party bought a Weber truck to sell chili con carne, and a board of education specified that a vehicle be outfitted as 48-passenger school bus.

Mr. Weber built his successful 1949 fall radio campaign around KXOK St. Louis' durable news director, Bruce Barrington. Supplementing the Barrington newscasts, Monday through Friday, 7:30-7:45 a.m., were 12 transcribed spot announcements daily on WIL St. Louis, and eight spots daily on KMOX St. Louis. In addition, Charlie Stookey, KXOK's farm director, broadcast livestock reports five minutes a day, six days a week for the firm.

Campaign Costs

Cost of the accelerated truck campaign was $1,794 for the WIL spots, $1,105 for Mr. Stookey's reports, $640 for the KMOX spots, $250 for transcriptions, plus $230.50 weekly for Mr. Barrington's newscasts, which run throughout the year.

Founded in 1936, Sidney Weber Inc. had a total advertising budget of only $5,400 by 1945. In 1946, the figure jumped to $15,448, of which $9,066 went for radio. This was the company's first year in the "new medium," and it started modestly with brief daily newscasts on KMOX. Later it added Russ Brown's *My Lucky Day*, half-hour Sunday program on KMOX, and in 1947 took on KSD St. Louis' *Bandstand Revue*, a Saturday night brass band concert. This program carried the Weber label through 1948. In the fall of that year, the company sponsored four hours of football every Saturday over KSTL St. Louis.

Throughout its four years of radio, Sidney Weber Inc. has had a flexible policy regarding newscasts, adding brief periods to its KXOK mainstay, Mr. Barrington, from time to time. Currently, it sponsors news on KSD from 6 to 6:05 p.m. Monday through Friday, in addition to Mr. Barrington's program.

Since there is little possibility of an overabundance of cars this fall, the company has no immediate plans for concentrated sales promotion via radio. Always alert as to the need for improving its service facilities, however, it recently launched a spot campaign on WIL to promote its free taxi service from garage to office. This has resulted in a considerable increase in Weber's service business.

Prominent in Sports

Radio-minded Mr. Weber lives on a 16-acre estate in Des Peres, Mo., west of St. Louis. A well known sportsman in his home area, he trains dogs for field trials and rides to the hounds for recreation. He is a member of the Greater St. Louis Automobile Assn. and St. Louis Dodge Dealers Assn. each of which has honored him with a presidency in recent years. He is present head of the Missouri Automobile Dealers Assn.

While Mr. Weber subscribes to the radio promotional programs of the St. Louis Dodge Dealers Assn., he is the only Dodge dealer who also uses radio independently of the dealer group.

Mr. Weber formed the company which bears his name in February 1936 with $50,000 capitalization. In 1950, the closed corporation had $200,000 in capital stock with Mr. Weber as majority holder. There is a $405,000 surplus.

The company's operations embrace four St. Louis locations. Headquarters for new passenger cars, used cars, and service is at 2218 Locust St. and has a floor area of 36,000 square feet. Across the street is a parts division about half the size of the main building. New truck sales are handled in a separate building at 23rd and Pine Sts., with 20,000 square feet of floor space. An additional 15,000 square feet at Compton and Pine Sts. is for truck servicing.

Harold Barker is vice president of the company and is in charge of truck sales. William A. Kirchhoff is secretary-treasurer and is retail passenger car sales manager.

Mr. WEBER

Sidney Weber advertising is handled by Ruthrauff & Ryan's St. Louis office, whose Vice President Ray Stricker laid the groundwork for the company's entrance into radio. At present, David Mars is handling the account for R&R.

* * *

Radio has boosted Sidney Weber truck sales to a point where the firm needs this separate building at 23rd and Pine Sts. for its truck department. The firm also maintains a separate building for truck servicing.

One of a Series

PETER PAUL

Plans Extensive Radio-TV Use

PETER PAUL Inc., manufacturer of chocolate coconut candy bars, Naugatuck, Conn., will launch the most extensive advertising and merchandising campaign in its history. All major media will be used.

The candy firm will sponsor Edward R. Murrow on the CBS Pacific Network. This program plus sponsorship of local news shows and a national spot campaign is designed to deliver Peter Paul sales messages into all major sales territories.

In television the firm has purchased the *Hank McCune Show* on NBC-TV, Saturday evenings starting Sept. 9. The show will be produced in Hollywood and distributed on film.

Maxon Inc., New York, is the advertising agency.

HOLDING sales premiums used in a spot campaign over WFDF Flint, Mich., by Frozen Products Division of the Eskimo Pie Corp., are (l to r): S. B. Reid, sales manager, Eskimo Pie; A. Giovannitti, distributor; Mrs. M. Bonner, Eskimo Pie home economist; Marvin Levey, sales promotion manager, WFDF, and R. A. Anderson, assistant general manager, Eskimo Pie, Detroit. This is a test campaign for Eskimo Pie, once a heavy user of radio.

MARSHALL TERRY

Resigns Crosley Post

MARSHALL N. TERRY, vice president in charge of merchandising for Crosley Broadcasting Corp., has announced his resignation from the post to devote fulltime to outside business interests. The resignation becomes effective Tuesday (Aug. 15).

Mr. Terry

A native of Cleveland, Mr. Terry joined Crosley in 1944 as director of promotional activities. Three years later he was elected an officer of the corporation and in August 1948, was appointed vice president in charge of television activities. In the latter capacity he handled the administrative responsibilities of WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton.

In October 1949, Mr. Terry returned to duties in the merchandising field, including those for television as well as WLW. R. E. Dunville, president of Crosley, said no replacement is contemplated for Mr. Terry, although several organizational changes occasioned by his resignation will be made later.

RCA CAPITAL

To Sell $40 Million in Notes

RCA will sell $40 million worth of notes, bearing 3% interest and maturing May 1, 1974, to acquire additional working capital, Brig. Gen. David Sarnoff, RCA chairman of the board, announced last week.

The notes will be sold privately through Lehman Bros. to investing institutions. The new notes will make a total of $100 million in notes arranged by RCA in the past 16 months.

STANDARD OIL

Reports Radio-TV Plans

STANDARD OIL of Indiana reported earnings during the first quarter of 1949 were down as compared with last year, but said the second quarter net showed a gain because of heavy demand last spring for fuel oils and gasoline. This was revealed in Chicago last week by Board Chairman Robert E. Wilson and President A. W. Peake in the semi-annual report.

Consolidated net earnings for six months ending June 30 were $52,498,494, or $3.43 a share. This contrasts with $50,713,608 or $3.32 a share for the same period last year.

The company plans to continue with a heavy schedule of radio and TV programming this fall in its Midwest distribution area. Heading the TV lineup is *Wayne King Show* on NBC-TV split, which returns to the air Aug. 31 for 44 weeks. Firm will also sponsor *Chicago Bears Quarterback Club* on WBKB (TV) Chicago once weekly for half-hour from Sept. 19.

AM-wise, Standard has bought 180 newscasts weekly in a 14-state-Midwest area, and 70 football games, including schedules of seven state universities — Wisconsin, Michigan, Minnesota, Kansas, Nebraska, Colorado and Iowa. All but one will start Sept. 1. Twelve games of the Chicago Bears will be carried on radio also, as will two pre-season games of the Bears. McCann-Erickson, Chicago, is the agency.

SINATRA SIGNS

CBS Contract for Radio-TV

ANNOUNCEMENT of its signing of Frank Sinatra to a long-term contract for the singer's services in radio and television was made by CBS last week.

Tentative plans call for Mr. Sinatra to be featured in a weekly Saturday night television show and a weekly half-hour radio program.

GENERAL FOODS

Baker Div. Staff Realigned

EXECUTIVE realignment of personnel of the Franklin Baker division of General Foods Corp., New York, was announced by Clifford Spiller, general manager of the division.

Hugh R. Conklin, formerly associate sales manager for all grocery products in the division, has been promoted to manager of grocer sales.

William W. Prout, formerly associate advertising manager for all Franklin Baker grocery products, has been promoted to the newly created position of product manager in charge of Baker's Premium Shred and Southern Style Coconut, Log Cabin Syrup and Wigwam Syrup. Sumner Rulon-Miller, formerly account executive with Hanly, Hicks & Montgomery Adv. Agency, will be assistant product manager.

Paul Elliott-Smith, executive vice president of Murray Breese Assoc., has been named product manager in charge of advertising for La France and Satina. Henry P. Stockbridge will be assistant product manager.

CBS UNIT NAMES

Three Acct. Executives

APPOINTMENT of three account executives in the New York office of Radio Sales, Radio & Television Stations Representative, CBS, was announced last week.

They are John P. Altemus, former advertising manager of a U. S. Polo Assn. program book; Harvey Struthers, in the Chicago office of Radio Sales since May 1948 and Gil Johnston, former representative for WBBM Chicago on the New York radio sales staff, and before that sales manager of KMOX St. Louis.

LIBERTY EXPANDS

Fulltime in 48 States Soon

FULLTIME network operation in all 48 states will be started Oct. 2 by Liberty Broadcasting System, according to James Foster, network vice president and general manager, with 237 stations in 34 states already signed to affiliation contracts.

The number of stations will be at least 300 by Oct. 2, Mr. Foster said, realizing Liberty's goal of America's third largest network.

Liberty operates almost entirely on a cooperative programming basis, he added, feeding programs that can be sold locally. Sixteen-hour daily operation is planned. Each affiliate will pay a set fee for the programs, depending on the market.

"On most programs, we can't afford to sell nationally," Mr. Foster declared. "It just costs everybody money. Take our *Musical Bingo* program, for instance. We had four national sponsors who all wanted a part of it, and we wanted to sell it. Our stations vetoed the idea just as they had done many times before because they told us, and rightly so, that they could get six or seven times as much on local sale as they'd get from our network account after discounts. So I rather imagine that we'll always be fairly much cooperative in our sales approach."

MOTOROLA PLANS

Radio-TV Gets $600,000

MOTOROLA INC., Chicago, has launched a tremendous advertising campaign with a budget of $15 million, approximately $600,000 of which will go into radio and television spots.

Starting about Aug. 15 the firm will spend $750,000 in major consumer magazines. The campaign will extend through December and will include 16 magazines and 3 Sunday supplement publications. Gourfain-Cobb Agency, Chicago, will handle the magazines.

The newspaper campaign on a national plane will be handled by Warwich & Legler Inc., New York. The newspaper ads will promote television in general.

In the television campaign [BROADCASTING, Aug. 7] more than 100 stations will be used with 2 to 10 spots daily on each station. Hollywood celebrities will be used on the spots. Ruthrauff & Ryan, New York, is the agency.

Motorola's cooperative advertising program includes local radio spots sponsored by distributors and dealers.

Romaine Resigns

PIERCE L. ROMAINE, for 16 years with Paul H. Raymer Co., radio and television station representative, has resigned from the company. For eight years he was a vice president of the New York firm. He said he will announce future plans soon.

RICHARDS PROBE

Subpena Ream, Fitzpatrick

JOSEPH H. REAM, executive vice president of CBS, and Leo Fitzpatrick, board chairman of WGR Buffalo, were subpenaed by FCC last week to testify in the G. A. (Dick) Richards hearing which enters its ninth week in Los Angeles today (Monday).

They had been slated to fly to Los Angeles over the weekend for appearance in the hearing probably this week. Discussions between counsel and the presiding officer during last Wednesday's session, however, led to a decision that they may testify in Cleveland or Detroit when the hearing moves to those cities upon completion of the Los Angeles phase.

Mr. Ream presumably will be questioned in connection with a wartime program series, *Victory F.O.B.*, which Mr. Richards' WJR Detroit fed to some 110 CBS stations and which FCC counsel have claimed was used in 1944 to promote the Republican cause [BROADCASTING, July 3].

To Identify Memos

Mr. Fitzpatrick is former WJR vice president and general manager. FCC counsel have indicated they want him to identify certain correspondence which passed between him and Mr. Richards during his tenure at WJR. Mr. Fitzpatrick made clear that he is not familiar with operations of Mr. Richards' KMPC Los Angeles, which is the subject of the Los Angeles sessions; that he does not wish to become involved in the controversy, and that he would testify "only in response to a subpena" [BROADCASTING, July 31].

The hearing, being conducted by FCC Hearing Examiner James D. Cunningham, involves charges that Mr. Richards ordered newsmen to slant news according to his personal views. The license renewal applications of KMPC, WJR, and WGAR Cleveland, of which Mr. Richards is principal owner, are at stake along with Mr. Richards' proposal to transfer control of the outlets to a trusteeship.

Last week's sessions were devoted primarily to testimony by Clete Roberts, KFWB and KLAC-TV Hollywood newscaster and former KMPC public affairs director, who is regarded as one of FCC's star witnesses in the case. His testimony, and particularly cross-examination, brought frequent outbursts between opposing counsel.

Mr. Roberts testified he was dismissed from KMPC in February 1948 a few days after he failed to carry out a Richards order that Gen. Douglas MacArthur always be presented in a favorable light. He said he referred to Gen. MacArthur's health and apparent age in two broadcasts, that Mr. Richards became angered, and that he was discharged.

A few days after the last MacArthur broadcast, he said, Vice President and General Manager Robert O. Reynolds suggested "something about making my peace with Mr. Richards," but "I said I couldn't do that because it would be an admission on my part that in the future I would submit to what he told me to do with the news."

Mr. Roberts said he offered to resign but that Mr. Reynolds refused, saying "you are doing a wonderful job. We want you to stay on."

He denied he was given his choice of either following KMPC policies or quitting. Referred to a memo in which Mr. Reynolds said Mr. Richards knew "he must agree to go along with station policy" if he wanted to stay at KMPC, the witness said "Mr. Reynolds in that memo was quite obviously not telling the truth."

FCC General Counsel Benedict P. Cottone cited an affidavit which Mr. Richards gave to the Commission saying he had told station personnel to comply with the law and FCC rules if his own instructions appeared to be "off base." Mr. Roberts said he received no such instructions from the owner, and also denied that Mr. Reynolds told him he didn't have to take as orders anything Mr. Richards said regarding news.

He once told Mr. Richards, he said, that he might be charged with violating FCC rules because of news slanting and giving only one side of controversial questions. Mr. Richards' reply, he said, was: "The hell with the FCC. Let them take our license away. We will go down with all flags flying."

Under cross-examination Mr. Roberts said he had "no feeling of personal vengeance toward KMPC, toward Mr. Richards, or toward anyone who represents the station in this hearing." Questioned by Hugh Fulton, chief trial attorney for Mr. Richards, he also denied he sought to get KMPC's license revoked.

Past Employment

Mr. Fulton delved into Mr. Roberts' employment record to bring forth admissions that he had been discharged from four radio jobs and resigned from two others.

"Did you ever tell anyone you were fired from every good job you ever had?" Mr. Fulton asked.

Mr. Roberts replied that he may have made such a statement but had no definite recollection of it.

Identifying various memoranda, letters, scripts and other documents he took from the station, Mr. Roberts called them his "personal records" and said he kept them for two years. "Anything Mr. Richards wrote me in his own handwriting I considered my personal property," he declared.

Mr. Fulton accused him of traveling under an assumed name, asserting his legal name was Cletus Enoch Bernard Haase. The witness said he had used the name Clete Roberts for the past 15 years.

In this connection Examiner Cunningham reaffirmed that on the basis of the present record he was prepared to enforce a subpena to compel Mr. Richards' attendance.

Mr. Roberts' testimony, which consumed virtually all of the week, was interrupted Tuesday to permit General Manager Reynolds to answer a subpena relating to the missing original of a statement written by Eddie Lyon, former KMPC newscaster-news editor. Assertedly written at Mr. Reynolds' request, the statement pertained to an affidavit which Mr. Lyon had made for FCC investigators.

Mr. Reynolds testified he had seen the original copy but didn't know what became of it, although a diligent search was made.

When Mr. Roberts testified Wednesday that some of Mr. Richards' letters and memos "weren't the sort of thing you would want to leave lying around" for staff members to see and referred to one as "appalling" in its violation of FCC rules, Mr. Fulton pointed out that many of the documents later showed up in the complaint filed with FCC.

In Thursday cross-examination Mr. Fulton asked to have these documents and relative testimony stricken from the record on the ground they were personal and not station instructions. Examiner Cunningham denied the motion.

UN SAGA

Historically Portrayed by Radio, TV

RADIO and TV have played a vital part in bringing to the American people the historic August Security Council sessions of the United Nations.

Television was by far the most successful and powerful method of catching the full significance of the Council procedure. As Jakob Malik, Soviet representative, assumed his presidency, TV cameras brought the tense and worried expressions of the Council members into the homes of video-viewers.

CBS-TV has carried every meeting from beginning to conclusion since the members convened Aug. 1. While speeches were being translated into various languages, CBS-TV, through its correspondents, Don Hollenbeck, Ned Calmer, Larry Lesueur and George Herman, have interviewed personalities in the audience, including Margaret Truman, Admiral Chester A. Nimitz, Ambassador Ernest Gross, Charles Bolte, and many of the UN employes.

On its regular newscast, *Douglas Edwards and the News*, 7:30-7:45 p.m., CBS-TV has picked up Don Hollenbeck in the empty horseshoe-shaped chamber of the Council, giving the day's final UN highlights.

Shows canceled by CBS-TV during telecasts of Council sessions have been, *Homemakers Exchange* (participating), *Vanity Fair*, (participating), *Chuck Wagon*, *Life With Snarky Parker*, *Lucky Pup*, *Bob Howard* (participating) and *The Garry Moore Show*.

NBC-TV, sharing pick-ups with CBS, covered sessions but when meetings became parliamentarian, left the scene at about 5 p.m. The network featured Ben Grauer as on-the-spot commentator, who interviewed Margaret Truman and other notables in the audience.

NBC Cancelations

NBC-TV canceled *Howdy-Doody*, Aug. 1-3, 5:30 p.m., to carry the proceedings. An interesting sidelight in network cooperation was Ben Grauer's commitment to interview Warren Austin after 5 p.m. for NBC. The network left the air, but Mr. Grauer presented the significant interview over CBS-TV with the blessings of all.

ABC-TV carried the sessions Aug. 2-4 using the pooled operation, but has eliminated it now to concentrate on radio coverage.

CBS and NBC therefore continue as the only two networks telecasting the proceedings.

Radio, however, while less dramatically forceful, has performed an excellent reporting service.

The ABC network is the only one to air each session for its listeners completely. Pauline Frederick and Gordon Fraser, as ABC UN commentators, quietly discuss and explain the procedure, as the speeches are being translated. At 10:30 p.m. ABC presents a half-hour recorded edition of the day's happenings, which also is heard over WJZ New York at 11:00 p.m. In addition, the regularly scheduled show, *United or Not*, 10:30-11 p.m. Monday, in cooperation with the United Nations Correspondents Assn., has caught leading UN figures discussing their views of the present situation.

ABC, for duration of the session, has dropped sustaining shows *Hannibal Cobb*, *Take It Easy*, *Chicago* and *Conversation With Casey*.

CBS, with George Merriman, has AM coverage every afternoon, 3:30-4 p.m. and 4:30-4:55 p.m., then at 6 p.m. switches to the UN for latest reports. On later news broadcast, some recordings of the day's UN events are spotted in.

NBC's radio coverage was being presented on its newscasts by featured correspondents, utilizing recordings of the highlights of the meetings, also.

Special daily programs tran-

(Continued on page 73)

Announcing

The Colorado-Wyoming Diary Study

A DRAMATIC ADVANCE IN RADIO AUDIENCE MEASUREMENT IN THE WEST

In the interest of improved radio research, KOA, Denver, commissioned Research Services, Inc., the Mountain States leading research organization, to study the listening habits of the *entire states* of Colorado and Wyoming. The results represent a progressive step forward in audience measurement in the West . . . a scientific yardstick for intelligent radio buying in this vast and wealthy area.

For the first time, the Colorado-Wyoming Diary Study provides advertisers with an abundance of documented data on *all* Colorado-Wyoming listening. How many people listen to each program? What programs attract an audience best suited for *your* product? How is each program's audience divided as to economic status, age, sex, location of listeners? These and dozens of other provocative questions are answered in the Colorado-Wyoming Diary Study.

Planning an advertising schedule in the West? You'll find the Colorado-Wyoming Diary Study an indispensable tool in helping you to select the *right* setting for your product. May we send you a copy?

KOA
DENVER

Represented by NBC SPOT SALES

FM COMMITTEE

Independent Agency Is Set Up

THE FM industry once again has its own weapon to fight FM's battles.

New agency is a committee of five FM broadcasters, supported by $10 donations pledged by FM stations. Little more than an informal paper project at this point, the committee was set up last Monday by FM stations meeting at NAB Washington headquarters.

Though still just a list of five names, the committee carries the hopes of FM broadcasters for a hard-hitting agency that will work independently of NAB but on a cooperating basis. No date has been set for the committee's first meeting.

Named to this five-man group were Raymond S. Green, WFLN (FM) Philadelphia; H. Hirschmann, WABF (FM) New York; Morris S. Novik, WCUO (FM) Cleveland; Ray Furr, WIST (FM) Charlotte, N. C.; Elliott M. Sanger, WQXR-FM New York. Mr. Novik was proposed as chairman but it was understood he preferred merely to be a committee member.

First, some 30 broadcasters met in the NAB board room as guests of the NAB FM Committee, headed by Ben Strouse, WWDC-FM Washington, an NAB board member for FM. All morning and well into the afternoon the NAB committee heard these representative FM operators recite their grievances and propose steps to solve FM's economic and engineering problems. Ed Sellers, NAB FM director, represented NAB in the discussions.

After the gamut of FM troubles had been covered, the broadcasters started a new meeting which was declared to be entirely independent and non-NAB in character. This was based on the theory that NAB, as an all-inclusive industry trade association, could not aggressively fight FM's battles or promote it as an advertising medium.

The resolutions adopted by the first meeting, and re-adopted by the non-NAB meeting of the same broadcasters, were taken up for the third time by the NAB FM Committee, which met Monday evening after the open sessions had adjourned. The NAB FM Committee endorsed most of these resolutions, with minor changes, and passed them on for board action.

One provocative resolution was passed by the NAB FM Committee. This proposed an organized campaign to promote FM by broadcasting such slogans as, "If you buy a new radio or TV set without FM, you are buying an obsolete radio," or "A set without FM is only half a modern radio."

It was generally felt by the FM broadcasters that such action should be taken only if set manufacturers refuse to produce more radio and TV sets with FM tuning circuits, or FM-only sets.

Agreement was noted on the proposal that any future surveys conducted under auspices of NAB or other organization should include questions on FM and FM ownership, with the type of survey to be approved by the NAB FM Committee.

A resolution adopted by the NAB FM Committee called on the NAB board to act on special services to be rendered FM by Broadcast Advertising Bureau (see board story page 16).

Other resolutions adopted at the meetings urged Radio-Television Mfrs. Assn. to furnish a geographical breakdown of FM set sales, similar to data supplied for TV distribution; advocated minimum requirements on indentification of joint AM-FM call letters; urged the industry to use its own facilities to promote and publicize FM; called on AM-FM stations to sell duplicated service at a combination rate rather than give FM free as a bonus; asked the NAB legal Dept. to take up the problem of interconnecting radio and telephone circuits and network connections; proposed that the NAB FM Committee ask the NAB board to reconsider its 1946 action refusing to ask FCC to ease the requirements for announcement of transcriptions and recordings.

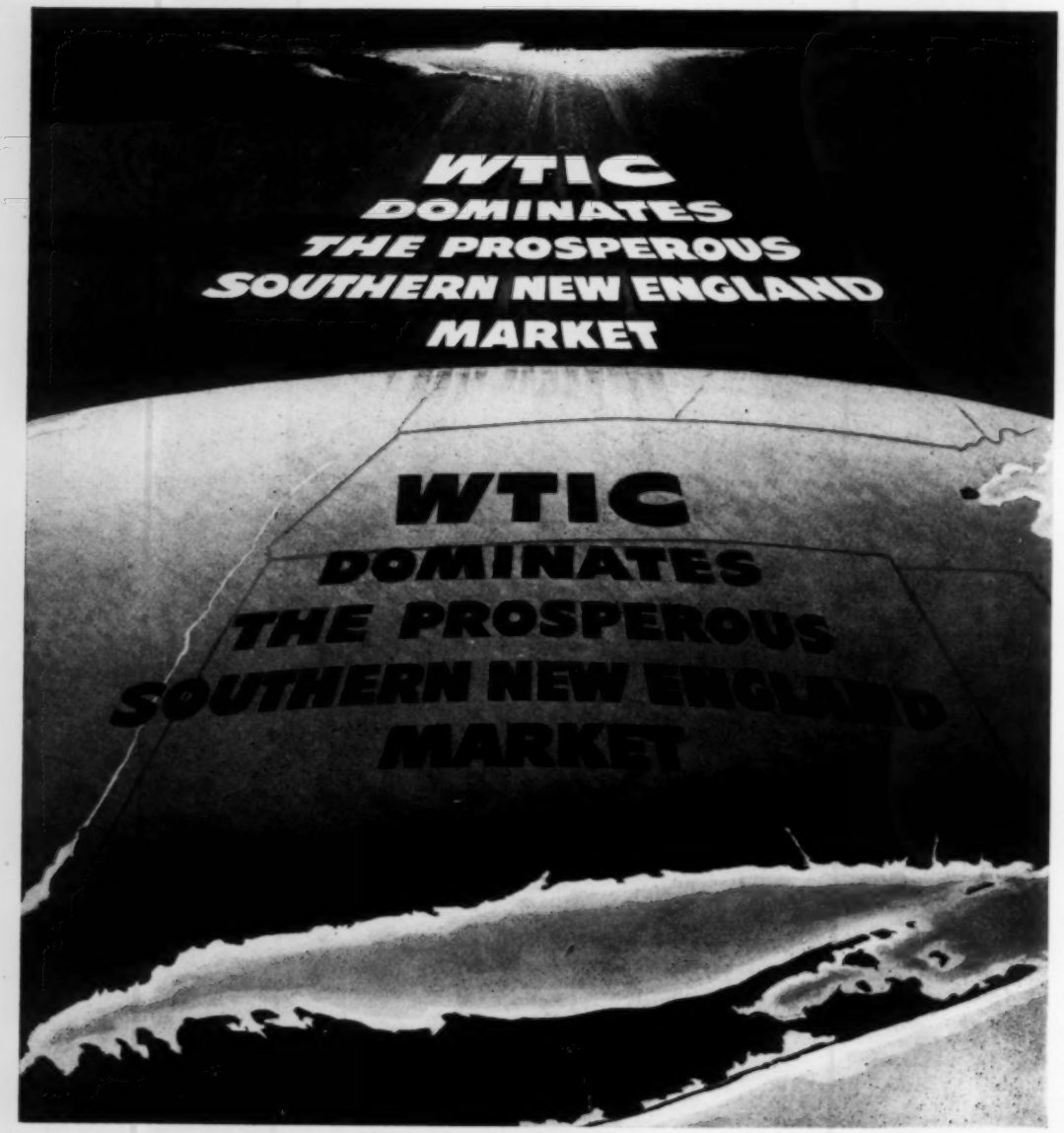
Hear Wilmotte

The FM broadcasters heard Raymond M. Wilmotte, head of the consulting firm bearing his name, describe a system of transmitting a second and possibly a third program on an FM channel by means of bisignal technique.

Dr. Edwin H. Armstrong, inventor of FM, attended the Monday meetings and was frequently consulted on his views.

Among those attending were: R. Sanford Guyer, WBTM-FM Danville, Va.; E. J. Gluck, WSOC-FM Charlotte, N. C.; Gerald Harrison, WMAS-FM Springfield, Mass.; C. Leslie Golliday, WEPM (FM) Martinsburg, W. Va.; Sol Chaim, WBIB (FM) New Haven, Conn.; Stephen Tuhy, attorney, Washington; Leonard Marks, attorney, Washington; J. R. Marlowe, WGWR-FM Asheboro, N. C.; Raymond S. Green, WFLN (FM) Philadelphia; R. Alton Reed, KYBS (FM) Dallas; W. A. Wilson, WOPI-FM Bristol, Tenn.; Ray Furr, WIST (FM) Charlotte, N. C.; Elliott M. Sanger, WQXR-FM New York; William O. Ranft, WFBR-FM Baltimore; John P. McGoldrick, WQAN-FM Scranton, Pa.; Dr. Edwin H. Armstrong, Alpine, N. J.; H. Hirschmann, WABF (FM) New York; Morris S. Novik, WCUO (FM) Cleveland; Sam Booth, WCHA-FM Chambersburg, Pa.; A. P. Ferney, W. P. P. Clendening, WCUM-FM Cumberland, Md.; Michael R. Hanna, Don de Neuf, Rural Radio Network, Ithaca, N. Y.; A. L. Hunter, WFIL-FM Philadelphia; Fred W. Albertson, attorney; George A. Bernstein, WCFM (FM) Washington.

Everett L. Dillard, WASH (FM) Washington; Josh Horne, WFMA (FM) Rocky Mount, N. C.; Ben Strouse, WWDC-FM Washington; Victor C. Diehm, WAZL-FM Hazleton, Pa., all of the NAB FM Committee.



Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

XUM

710 Kilocycles

5000 WATTS · DAY & NIGHT

With this low frequency and great increase in power, WDSM is now entitled to your full consideration. Before you place your "Fall Schedule" ask for WDSM availabilities. WDSM ratings are HIGH . . . WDSM rates are LOW. Call, write or wire Free & Peters, Inc. or WDSM, Duluth, Minnesota.

•89.8% Increase in COVERAGE!

•NO Increase in RATES!

WDSM

DULUTH-SUPERIOR

The ABC Station

Affiliated with the Duluth Herald and News-Tribune

The Coast listens most

to Columbia Pacific

XUM

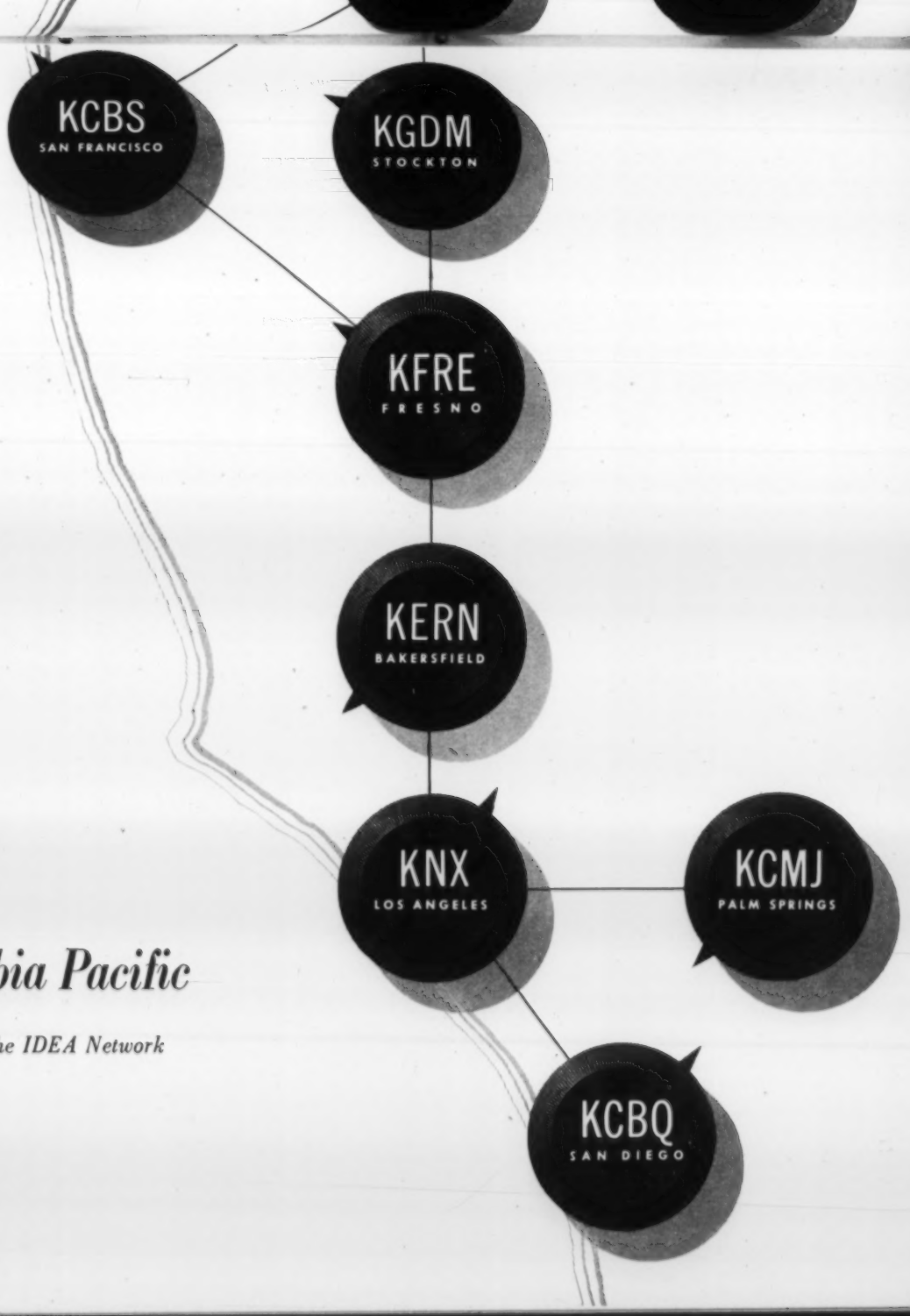
You can reach more families
on Columbia Pacific than on any
other Coast network.

Columbia Pacific reaches more
people during the day . . .
more people at night.

And . . .

Columbia Pacific delivers higher
average ratings—for both regional
and coast-to-coast programs—
than any other Coast network.*

Any way you look at it, the Coast's
most effective network is . . .



** Pacific Nielsen Ratings, May, 1950.*

Columbia Pacific

. . . the IDEA Network

Represented by
RADIO SALES,
Radio and
Television Stations
Representative . . . CBS

Super-BAB

(Continued from page 15)

by the NAB FM Committee (see FM story page 24). This plea was turned over to the board's BAB committee.

But aural radio, whose troubles were regarded as matters of future significance yet worthy of present concern, will get what it wanted when BAB was spawned a little over a year ago. That desire of broadcast stations is a two-fisted agency that will do an efficient job of sales experting for the industry as a whole and a sales-promotion job for stations.

The board's BAB committees—and many board members, too—felt that such matters as the Assn. of National Advertisers drive to cut radio rates could be disposed of before their birth if the industry had a BAB supported by ample funds and adequate personnel.

That's why the board, in taking the advice of its committee, decided that the biggest names in the entire industry should be canvassed in the search for a BAB head who can: (1) bring a million dollars a year into BAB from stations, networks, representatives, program and transcription firms and other industry segments; (2) whip up a working organization that can surpass the million-dollar-plus machines maintained by competing advertising media.

At the moment BAB is operating with a staff of two assistant directors—Lee Hart and Meg Zahrt. These two experienced broadcast sales executives are carrying on the list of projects started under Mr. Mitchell's direction. Miss Hart, however, has been assigned to make the NAB district meetings for BAB membership-contact.

Mr. Swezey and other board committeemen will handle the super-BAB development project. Most of their problems, aside from selection of a BAB head, will boil down to one assignment—arousing enough interest to provide the million-dollar budget the board feels radio requires and deserves.

Present BAB budget is about $168,000, and this includes some TV activities. To sell radio nationally, regionally and locally, in the board's opinion, the entire industry must rally around BAB. Networks, for example, will support a big-time sales agency that does a national selling job, the board believes.

Others to Join

Representatives, too, are expected to join the buildup campaign along with program firms, transcription producers and other industry elements drawing their lifeblood from radio advertising.

By next April 1, the board hopes, BAB will have a minimum of $200,000 to start its fiscal year. At that time it will be almost separated from NAB. By April 1, 1952, BAB is to be out on its own with no formal relation to NAB.

In the interim year starting next spring NAB members will get a 30% discount in membership fees if they elect to stay outside BAB, which is to get 30% of all member dues.

Details of the super-BAB dues structure have not been worked out but the board's committee suggested non-NAB stations pay a monthly fee equal to half the highest hourly published rate prior to April 1, 1952. After that time this rate would apply to all BAB members, with BAB entirely disassociated from NAB. Rates are to be set up for non-station members of BAB. Network fees would be set up but their O&O stations would pay at the normal station rate.

Members of the board's BAB Advisory Committee, which was reappointed by the directors, besides Chairman Swezey, are Mr. Kobak; Charles C. Caley, WMBD Peoria, Ill.; Allen M. Woodall, WDAK Columbus, Ga., and William B. Quarton, WMT Cedar Rapids, Iowa. This committee had met in Washington July 27-28 [BROADCASTING, July 31].

The board referred to the BAB Committee a resolution from the NAB FM Committee asking BAB sales aids on behalf of FM. The resolution, introduced by Ben Strouse, WWDC-FM Washington and chairman of the FM Committee as well as NAB board member for FM, follows:

Resolved, that BAB give full consideration to FM in its work with both stations and agencies in:

1—Putting out such studies and analyses of FM programs as may be appropriate.

2—Pointing out how FM coverage in the case of duplicating stations increases the value of the advertising dollar.

3—Emphasizing the audience niche that FM-only stations have earned for themselves through their programs.

4—Give full consideration to all the facets of FM in its promoting of radio broadcasting as a whole.

As originally adopted by the FM Committee the resolution had asked BAB to point up specialized FM services such as storecasting and transitcasting, but it was felt these are not broadcast services.

WGR likes Farmers

● Ask any of the 32,000 prosperous, radio-owning farmers in Western New York who Don Huckle is. They'll tell you he's the fellow they have been listening to every morning for years—on WGR. Thousands know Don personally, for he travels from farm to farm, recording interviews for his broadcasts.

Here's a rich farm market with a $160,000,000 annual income for advertisers on WGR's early morning farm information programs—7 days a week. Rural level of living is high above the national average in the eight counties blanketed by WGR! Make a test—and see!

In Buffalo WGR's ratings are higher than ever

WGR 550 Broadcasting Corporation

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

COLUMBIA NETWORK

CAMPBELL-EWALD

Expands N.Y. Offices

CAMPBELL-EWALD Co.'s New York office will expand this week and take over another floor and a half in its present location at 1 E. 57th St. The new space will be devoted to overall eastern operations, Winslow H. Case, senior vice president, announced.

The agency also is opening new branch offices in Atlanta, Ga., this month.

New RCA-Victor Show

RCA-VICTOR will sponsor the program *Take It Or Leave It* under a new title *$64 Question*, Sunday, 10:10:30 p.m. on NBC, starting mid-September, through the Biow Co. Latter agency owns the program. J. Walter Thompson Co., New York, agency which has handled advertising for RCA-Victor, will continue to handle all other campaigns.

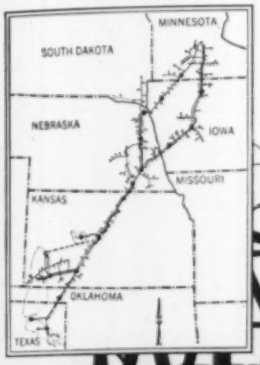
XUM

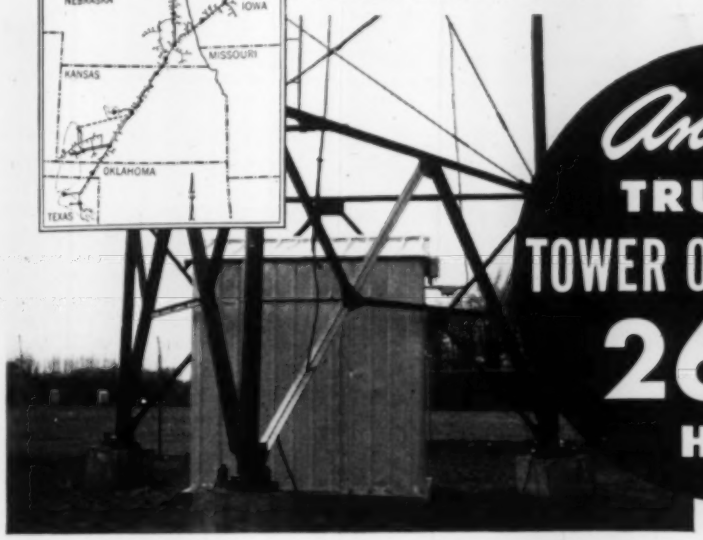
KAA-284 is of "inestimable value" to Northern Natural Gas Company

Radio Station KAA-284, Owatonna, Minn., is part of a radio network used in the operation of a pipe line system owned by the Northern Natural Gas Company, Omaha, Nebraska.

Typical equipment is the Motorola special FM transmitter, operating on 33.18 megacycles, 500 watt input, 250 watt output. Station range is approximately 100 miles.

The Truscon tower at Owatonna, Minn. is one unit of this system which in total consists of twenty-one fixed stations used in connection with 150 mobile units in cars, trucks and two airplanes. "They are of inestimable value for communication in control of line





Another TRUSCON TOWER OF STRENGTH 260 FT. HIGH

pressures, emergency repairs, and general operation and maintenance," according to the Northern Natural Gas Company.

Truscon Radio Towers are serving all types of communication and broadcasting needs, under a wide variety of conditions in all parts of the world. Truscon can draw upon this extensive experience in engineering and erecting exactly the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS
TRUSCON COPPER MESH GROUND SCREEN

WARD BAKING

Drops Martha Deane Spots

WARD BAKING CO. summarily cancelled participations in the Martha Deane program on WOR New York after Owen Lattimore, who was unsuccessfully accused as a Communist by Sen. Joseph McCarthy (R-Wis.), appeared as a guest, BROADCASTING learned last week.

Although no official comment could be obtained from the sponsor, its agency, J. Walter Thompson, or the station, it was learned authoritatively that within a few hours after Mr. Lattimore's appearance the baking company, through the agency, telegraphed a cancellation to WOR. The company had been using five participations a week.

Mr. Lattimore's appearance evoked other and more immediate response. Within an hour after the program, Aug. 1, 521 telephone calls flooded the station, 517 of them protesting and four approving Mr. Lattimore's appearance on the air.

In the next few days the Martha Deane office at the station received 162 letters objecting to Mr. Lattimore and 99 approving his appearance. Some of the letters of protest included newspaper clippings from the New York *Journal-American*, which hastened to run a story on the subject.

MOTOROLA earnings for second quarter this year soared 134% over those for same period in 1949, firm reports.

AD RATES

Exclusion From Control Reinstated in Bill

HEATED controversy on the subject of freedom of the press—and indirectly that of radio—flavored House debate last week on the administration's defense production bill as the lower chamber reinstated exemptions for advertising rates levied by broadcast stations and periodicals.

The amendment was sponsored by Rep. Frank Buchanan (D-Pa.) as a provision of the home-front controls bill (HR 9176) which the House passed giving the President standby wage-price-rationing authority. It originally had been abandoned by the House 10 days ago [BROADCASTING, Aug. 7].

In the case of radio-TV stations, it means that advertising time rates would not be subject to price ceilings and licensing provisions inherent in World War II OPA legislation. Newspapers, magazines, motion picture theatres and others also were included.

Celler Questions

The controversy arose in the House Wednesday over whether it is feasible to leave ceilings off ad rates charged by newspapers while at the same time freezing prices on items it advertises in its columns, and imposing ceilings on wages of its staff personnel. The question was posed by Rep. Emanuel Celler (D-N. Y.), with specific reference to newspapers.

He was promptly challenged by Rep. Clarence J. Brown (R-Ohio), who pointed out that "whenever there is a scarcity of goods to sell and whenever rationing is in effect, there is very little advertising in the newspapers or over the radio."

Rep. Brown, who said he had been in the newspaper business for 35 years, also pointed out that "no one is compelled" to buy advertising in newspapers, radio, magazines or on billboards. He noted that during World War II Congress wrote those exemptions in OPA laws "to protect the right of the American people to get information without having those who would like to have a controlled economy foisted on us to break down all dissemination of news and to control it through prices and rationing."

POLITICAL TIME

Parties Eye Budgets

RADIO and television budgets for September and October preceding the off-year Congressional elections, now commanding exploratory attention by Democratic and Republican party officials, are expected to crystallize sometime next month or whenever Congress adjourns.

Neither the Democratic nor Republican National Committee has "tipped" its hand yet on plans for expenditures to be siphoned off to radio campaigning, but it was indicated that radio and television would derive a fair share, especially in key areas where Senatorial and Congressional seats appear to be at stake.

Predict Time Buys

Network time purchases of between $100,000 and $200,000 by the Democratic National Committee were predicted last week by Kenneth Fry, committee radio-TV director, for the fall months, with the reservation that allocations may depend on the seriousness of the international situation.

Ed Ingle, Republican National Committee radio-TV chief, felt the GOP probably "will use more" radio-TV time, but added that funds would be left up to the Congressional and Senatorial Campaign Committees.

KCRO REVOKED

Final FCC Action

FINAL decision to revoke the construction permit of KCRO Englewood, Col., was reported by FCC last week. Action affirms initial ruling issued earlier by Comr. Paul A. Walker to revoke the permit on grounds that R. L. Cunningham, partner in the station, misrepresented his financial condition [BROADCASTING, July 24].

Meanwhile, FCC last week took actions in two other license proceedings, one calling for further hearing in its revocation case involving KPAB Laredo, Tex., and another granting the request of KSFE Needles, Calif., to dismiss its license renewal application. The latter is tantamount to deleting KSFE. FCC has charged both stations with unauthorized transfers of control. KPAB is assigned 250 w on 1490 kc; KSFE 250 w on 1340 kc.

The Commission in October 1949 revoked the KCRO permit but the revocation was suspended upon the station's request for a hearing, held before Comr. Walker who supported the FCC action. Permittee of KCRO is Colorado Broadcasting Co. KCRO was assigned 1 kw daytime on 1380 kc.

Ralston Campaign

RALSTON PURINA Co, St Louis, for Instant Ralston, will begin a national spot campaign in 48 markets in October through Gardner Advertising, also St. Louis.

Blatz Names Agency

BLATZ BREWING Co. (Blatz beer), New York, has appointed William H. Weintraub Co., New York, to handle its advertising, the budget for which is approximately $2.5 million annually. An expanded radio and television plan is currently being considered.

A STATEMENT OF POLICY

We believe . . .

That the local radio station is the backbone of national spot advertising.

That national advertisers should allocate a larger share of their national spot dollars to local radio stations.

That local radio stations, whether in small or major markets, should be given full time representation in the national spot field.

That full time representation for the local radio station can prove profitable for the station and advertiser alike.

If your station is located in a market of 50,000 population or less, then you should be interested in this company's operation. We would be pleased to give you further information.

DEVNEY & COMPANY

535 Fifth Avenue, New York 17, N. Y.

MUrray Hill 7-5365

now representing 17 local radio stations

INDEPENDENT OPERATION
VS.
NETWORK OPERATION

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

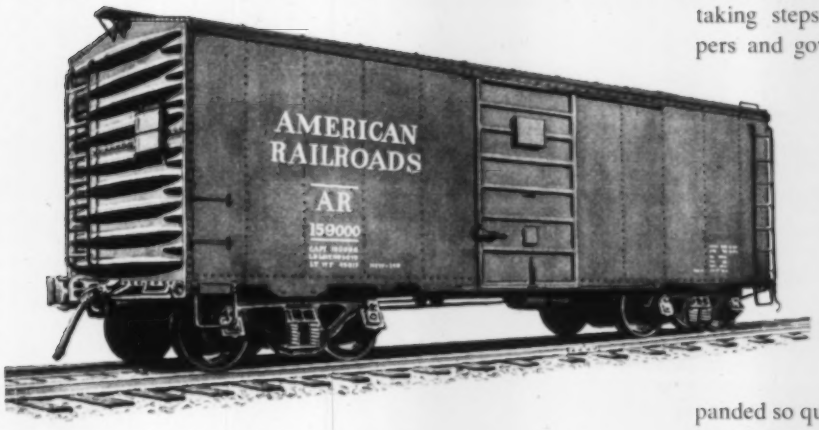
L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

ANOTHER $500,000,000 WORTH!



A far-reaching program for rail transportation — designed to meet the rising needs of commerce and the demands of national defense — was adopted by the member lines of the Association of American Railroads at a meeting in Chicago on July 28.

As part of that program, the railroads have placed, or are in the process of placing, orders for more than $500,000,000 worth of new freight cars. This brings the total spent on improvements in railroad plant and equipment since World War II to more than 5 billion dollars.

In the past ten years, the railroads have built and bought 600,000 new, bigger and better freight cars, 11,000 new Diesel units, and 1,700 new and improved steam locomotives, besides making great improvements in tracks, terminals, signals, shops, and every part of the railroad plant.

In addition, railroads are speeding up the return to service of freight cars awaiting repair, and are taking steps — with the cooperation of shippers and government agencies — to secure the maximum utilization of all available cars.

The program of the railroads is an essential part of any increase in national production — *for neither in commerce nor in defense can America produce and use more of anything than can be hauled.* There is no way in which the nation's effective hauling capacity can be expanded so quickly and with such small demands upon man power and materials, as by adding to the serviceable freight car fleet of the railroads.

In meeting transportation demands in World War II, the railroads enjoyed splendid cooperation from users of transportation, much of it organized and carried out through the Shippers Advisory Boards and their local Car Efficiency Committees; and the helpful assistance of an outstanding government agency, the Office of Defense Transportation. With this same sort of cooperation and with an opportunity to secure necessary man power and materials, the railroads will reach the goal to which they are pledged — adequate transportation for all America, in peace and in war.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON 6, D. C.

Listen to THE RAILROAD HOUR every Monday evening on NBC.

BAN ON REDS

In Radio-TV Proposed

WHILE a new demand was made on Capitol Hill that radio and television facilities be denied U. S. Communists, FBI Director J. Edgar Hoover last week cited both media as instruments in combating communism in the United States.

Rep. Alvin E. O'Konski (R-Wis.) called for immediate legislation to "deny all radio, press and television facilities for their (communists) traitorous propaganda and lies." He asked for other actions, such as outlawing the Communist Party, freezing its bank deposit funds, inspection of offices and meeting places, compulsion to register, prohibition of the mails and detention of "all Communist spies and traitors . . ."

The chief of the FBI, in a copyrighted interview published in last week's issue of *United States News & World Report*, said communism in this country can be run aground "by an alert and aroused public opinion." Mr. Hoover, in answer to a question on the effectiveness of "pitiless publicity" directed against communism, said:

". . . Communism can be defeated by an alert and aroused public opinion, conscious of the evils of Marxist-Leninist chicanery. The newspapers and magazines, the radio and television, by informing the nation of the true character of communism, are rendering invaluable services."

Rep. O'Konski, claiming 58,000 "spies and agents" are operating for Stalin in the U. S., said: "It is sickening that our government even permits these traitors to use the radio, television, and even the mails to plot the betrayal of our country."

Drop 'Harvest' Show

INTERNATIONAL Harvester Co., effective Sept. 17 will cancel its five year program *Harvest of Stars* featuring James Melton, Sun. 5:30-6 p.m. on NBC. The official reason given was a "general economy cut because of uncertain war conditions." McCann - Erickson, New York, is agency.

WWL New Orleans scored a double-impact when a bus, carrying the station's dash card on the Robert Q. Lewis program, crashed into this house after colliding with an automobile. WWL and the Lewis show received front-page publicity when above photo appeared in the New Orleans *Times-Picayune*.

XENT, XEG

18-Hour P. I. Tape Shows To Be Beamed to U. S.

THE P.I. is coming back to haunt U.S. broadcasters—via 18-hour transcribed program schedules on two powerful Mexican border stations, XENT Nuevo Laredo and XEG Monterey.

Produced by Harold S. Schwartz & Assoc., Chicago, under the direction of Burton A. Neuberger, the programs also introduce to the Mexican stations two factors which many U.S. broadcasters deem essential: Block programming and the development of radio personalities.

Mr. Schwartz has charge of all English-language programs and business for XENT and XEG, both of which beam programs into the U.S. for 18 hours daily. XENT currently is the object of State Dept. protests and has been accused of "roadhog tactics" by Rep. Overton Brooks (D-La.), as a result of its switch a few months ago from 1140 kc to 1550 kc, formerly a Mexico City assignment (see story this page).

Mr. Schwartz' block-programming plan for the two stations integrates commercials with program content—reportedly for the first time in Mexico. The commercials include both direct-sale and per inquiry advertising.

Under the supervision of Mr. Neuberger, the current plan provides for transcription of 18 hours of shows and commercials daily for each station, the entire 18 hours being tape-recorded in new studios at Schwartz headquarters on Chicago's far north side.

Four announcers, each with a U.S. following, have changed their names and are selling high-priced watches, club memberships to the lovelorn, arthritis remedies, information on tax lands in California, and life insurance. The announcers specialize in hillbilly, western, folk and gospel music and programming.

Time Signals

To give the programs immediacy, they record time signals giving the hour at which each show is broadcast from Mexico. There is no requirement in Mexico that transcribed shows be identified as such, so the entire schedule sounds live.

Although per inquiry advertising is the forte of both stations, the American management firm is building direct time sale business with more "legitimate" items. Taped or canned programs, produced by an agency to include a format along gospel, hillbilly, and/or western lines, will be carried by the outlets.

Such shows, integrated into the concept of block programming, will be designed to attract the average Mexican-station listener—whom Mr. Neuberger describes as a resident of a medium to small-town or rural area, of average or low income; a family man, a "joiner," a believer in American folk lore, who likes to buy things by mail.

Both stations reach approximately the same U.S. audiences. The mail-order audience was described as concentrated in an area bounded on the north by Iowa and Nebraska, on the east by Georgia, Tennessee and Kentucky, and on the west by Arizona and Colorado.

Air Spanish Shows

Although XENT and XEG are beamed primarily at the States, Spanish language shows are aired during the day for, as an example, the 300,000 persons in Monterey. The initial aim—to hit U.S. rural areas nationally — is designed to "fill a listening gap," Mr. Neuberger said.

The "gap" which schedules on the stations are designed to fill through a direct appeal from personalities who can establish a rural-type rapport with listeners, include rural and fringe areas which receive inadequate AM service and audiences less interested in network shows and top-calibre entertainment in the accepted metropolitan sense.

XEG operates with 100 kw on 1050 kc. XENT, on 1550 kc, is limited to 50 kw. Both have Texas mailing addresses. Mr. Neuberger said five Mexican border stations beam their broadcasts to the U.S. but that XEG and XENT are the only ones to use planned, up-to-date programming that has been "cleaned up."

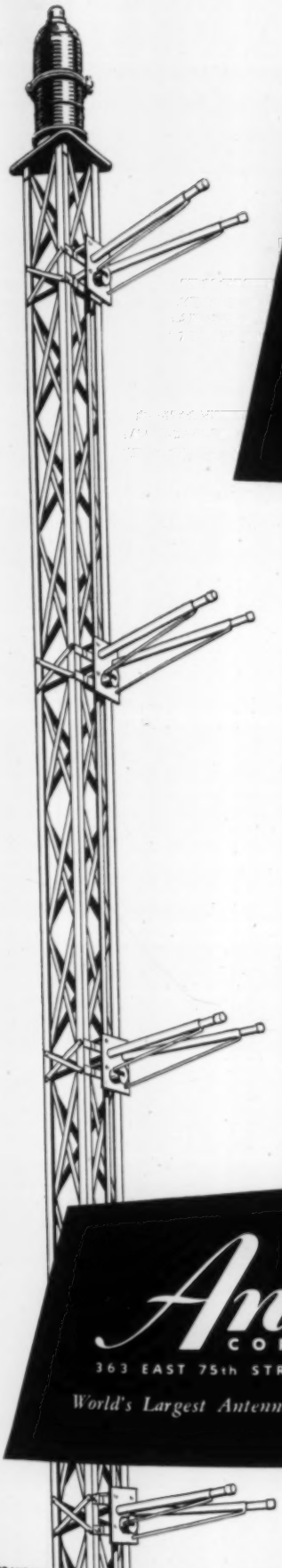
BROOKS PROTEST

New Attacks May Follow

FURTHER and more bitter attacks against XENT Nuevo Laredo, Mexico, were promised last week by Rep. Overton Brooks (D-La.) who accused the station nearly a fortnight ago [BROADCASTING, Aug. 7] of "roadhog tactics" on the air waves. He had claimed that "intolerable interference" by XENT threatened the existence of KENT Shreveport, La., which operates on 1550 kc, frequency employed by XENT.

Rep. Brooks declared that he would "name names" on the floor of the House and mount the force of his attack against XENT if remedial measures are not forthcoming. The Congressman said he has been in frequent consultation with State Dept. officials over the situation.

BROCHURE describing Philco microwave communications systems and firm's plus amplitude modulated (PAM) multiplex terminals now available for distribution. Copies obtainable from Philco Corp., Industrial Div., Phila. 34.



GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW *Andrew* MULTI-V FM ANTENNA

TYPE	NO. OF BAYS	POWER GAIN	PRICE
1308	8	7.3	$2800
1304	4	3.7	850
1302	2	1.6	320

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ **Twice as much power gain per dollar as any other FM transmitting antenna!**

★ Top performance, yet half the cost of competitive antennas.

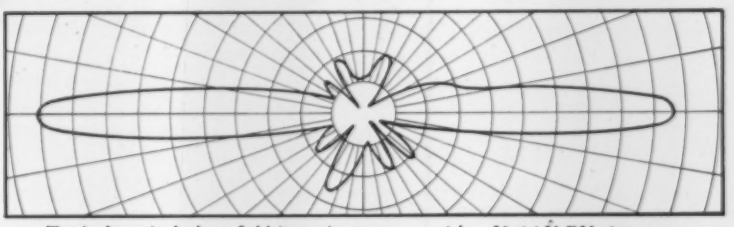
★ Side mounting construction permits installation on towers too light to support heavier antennas.

★ Circular radiation pattern.

★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you *to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.*

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists



Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.

ANDREW

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

Dorothy Mikita, WGAR's head receptionist, amidst stacks of Polka Champs contest mail.

POLKA CHAMPS

WGAR Cites Show Pull

AS a traffic builder and proof of polka popularity in "Polka Town" —Cleveland—WGAR there is pointing to its new series, *Polka Champs*, sponsored by Carling's (beer and ale).

Beginning June 20, on a Tuesday through Saturday basis in the 6:30-6:45 p.m. period, WGAR presented a different polka band each night with a repeat performance on the corresponding day of the second week. Listeners were asked to vote for their favorite band.

WGAR reported the first two-week cycle drew 12,000 pieces of mail, the second 27,000. The third cycle began Aug. 1. WGAR also pointed out that more than 70% of the mail contained official ballots picked up at Carling's outlets, showing the potency of *Polka Champs* as a traffic builder.

WMC-FM Facsimile

WMC-FM Memphis is requesting permission for multiplex facsimile tests, understood to be conducted in cooperation with Albert W. Craven's Weather Forecast & Research Co. to explore the feasibility of supplying weather information to cotton planters via facsimile. National Cotton Council reportedly is watching the experiment closely. Equipment for the tests was designed by Hogan Labs.

AFRA MEET

Contracts, TVA, Wages Top Agenda

NEW NETWORK contracts, progress of Television Authority, possible governmental wage freeze and a drastically readjusted scale for talent involved in production of transcriptions were expected to get top billing at the 11th annual convention of the American Federation of Radio Artists as 150 delegates met in Chicago Thursday.

Although the four-day session at the Sheraton Hotel was scheduled to get off to a slow start Thursday night with formal welcomes and the reading of standing committee reports, the convention promised extended debate and discussion on several matters.

Almost all of AFRA's 40 locals throughout the country have been demanding action on a revision of the union's transcription code, which was set in 1946. Since that time, the situation in radio has changed, claims one AFRA spokesman, because transcribed commercials are now re-aired repeatedly in line with the trend toward repetition. The transcription code affects actors, singers, announcers and sound effects men working on production of all transcribed radio shows.

TV Discussion Set

Television, and the progress of the combined-union Television Authority, was to have occupied the entire convention Saturday afternoon. George Heller, national executive secretary of TVA, agreed to lead discussion. Almost all AFRA locals are in TV areas, and this is the third year TV has appeared on the agenda. AFRA sends 10 representatives to the TVA board.

Although any discussion of the possibility of governmental controls on wages would be theoretical, it is understood AFRA executives planned to adhere to a policy of frozen profits and prices if wages are controlled. Settlement of code revisions and network negotiations would be strongly affected by such government action. One proposal was expected to be establishment of separate contracts for AFRA card-holders employed fulltime at the four production centers involved in any network contract—New York, Chicago, Los Angeles and San Francisco.

Private problems of "smaller locals"—those apart from the four major centers mentioned above—were submitted by area representatives Thursday night at a closed caucus. Some of these problems were to have been reiterated at an open meeting Friday morning, in addition to a report from the field locals committee. This committee aids locals outside the four major production areas.

Friday afternoon's agenda concentrated on content of AFRA codes, wage negotiations and working conditions. Either Bud Collyer, national president, or Virginia Payne, vice president, was expected to conduct this session.

Concluding event of the meeting was election of new officers, planned for Sunday morning. Retiring officers, who have served one year, are Mr. Collyer, Miss Payne; four other vice presidents, Knox Manning, Bill Gavin, Nelson Case and Evelyn Freyman; Nellie Booth, recording secretary, and Harry Von Zell, treasurer.

It was thought there might be some discussion of a constitutional amendment providing for two-year terms of office and biannual conventions.

CANADA MEET

WAB Sessions Open Aug. 30

PROBLEMS affecting all Canadian broadcasters will be discussed at the three-day meet of the Western Assn. of Broadcasters at Jasper Park Lodge, Jasper, Alta, Aug. 30-Sept. 2 Recommendations will be made for a new method of electing directors of the Canadian Assn. of Broadcasters, the recommendations to be brought to the CAB convention at Quebec next February.

Under chairmanship of WAB President William Guild, CJOC Lethbridge, who is also chairman of the board of CAB, a report will be made to the WAB on the final presentation of the CAB to the Royal Commission on Arts, Letters and Sciences. The report of this commission is expected early this fall.

Research work being done by the Advertising Research Bureau Inc. on the U. S. West Coast and in British Columbia also will be dealt with and it is hoped some suggestions will come from this work to apply to telephone coincidental surveys now made for western Canadian broadcasters.

What Canadian broadcasters plan to do at the NARBA meeting at Washington next month, and what the prospects are for television in western Canada, are two more topics planned for the agenda. Reports also will be heard on rates and frequency discounts. CAB executives Jim Allard and Pat Freeman will make reports.

Henry B. Burgoyne

HENRY BARTLETT BURGOYNE, 65, managing director of CKTB St. Catherines, and president and managing director of the daily *St. Catherines Standard*, died Aug. 3 at his summer home at Bobcaygeon, Ont. In newspaper work since he was 16 years of age, on the paper founded by his father, he bought CKTB during the middle of World War II for his son, Bill B. C. Burgoyne, then with the Canadian Army overseas. A veteran of the World War I, Mr. Burgoyne is survived by his widow, son, two daughters and a sister, all of St. Catherines.

BLACKLISTING

N. Y. AFRA Downs Measure

NEW YORK AFRA members defeated by a vote of 475 to 270 a resolution calling for action against alleged "blacklisting" by employers, a referendum by mail of the entire membership last week disclosed.

Resolution 2, as it was known, was passed at a special membership meeting in New York on June 29, and thereafter submitted to a referendum.

The measure provided for the meeting of local board of AFRA in New York with representatives of the Radio and TV Directors Guild, Radio Writers Guild and of other unions in the industry for the purpose of "initiating and implementing action to eliminate the practice of blacklist." It provided also for a meeting of the national board of AFRA, through the New York local board, with advertising agencies and the networks and for publicizing the matter.

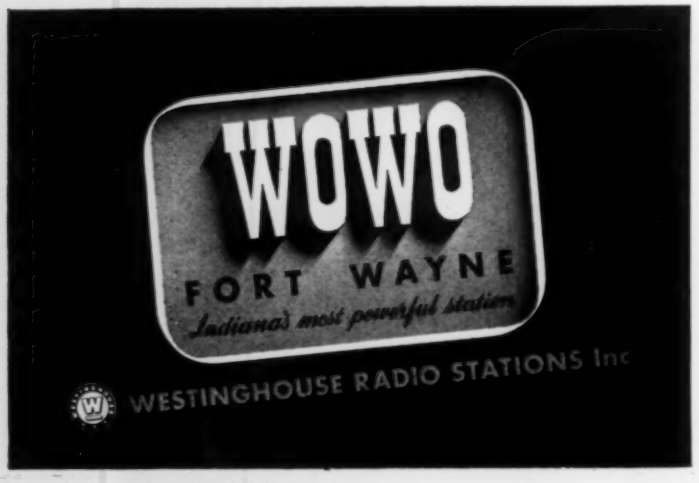
STREET APPOINTED

Joins ABC Hollywood

ROBERT A. STREET, 20-year veteran of broadcasting, joins ABC Hollywood as radio and television account executive. Prior to leaving the broadcasting field in 1948 for a ranch in Arizona, Mr. Street was for five years national sales manager of McClatchy Broadcasting Co. Before that he was commercial manager, WCAU Philadelphia.

Mr. Street

In new post Mr. Street will handle network and national spot sales for ABC radio and television properties, in addition to representing network eastern stations in New York, Chicago, Detroit and Washington, D. C. He reports directly to Robert Laws, ABC Western Division sales manager.



XUM

WEBSTER ELECTRIC

Ekotape

Network Model Tape Recorder

FOR BROADCAST STATIONS

A complete tape recording system of the highest quality

The Ekotape Network Model tape recorder has many features that make it popular with a large number of broadcasting stations. First, it is moderately priced and within range of many budgets. It is especially adapted to AM stations which want the 7½" per second tape speed for long playing time. It is simple to operate! A single knob controls record, playback, rewind and stop. A safety button interlock prevents accidental erasing. Fast forward (ten times normal) permits rapid cueing and selection of a desired portion of a program.

Other quality features are: overall signal to noise ratio, including tape, is approximately 40 db . . . overall frequency response is within plus and minus 3 db from 80 to 6000 cycles per second . . . large, magnetically shielded motor is used to give 7½" per second tape speed . . . heavy balanced flywheel and integral capstan insure positive tape drive with a maximum "wow" of less than 0.1%. But the best way to appreciate the outstanding quality is to have the Ekotape Network Model demonstrated. Call Western Union Operator 25 for the name of your nearest dealer, or write direct.

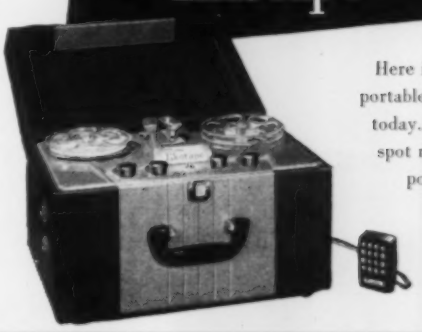
WEBSTER ELECTRIC

Webster Electric Company, Racine, Wisconsin, Est. 1909

"Where Quality is a Responsibility and Fair Dealing an Obligation"

WEBSTER ELECTRIC

Ekotape *Pla-mate*



Here is one of the finest lightweight portable tape recorders on the market today. It is just the unit for on-the-spot recordings or interviews where portability and outstanding tone quality are necessary. Write for full information or call your nearest dealer.

EXECUTIVES attending a recent NBC Western Division affiliates meeting in Hollywood are (l to r): (seated) Frank Berend, Henry Maas, Helen Murray Hall and Sidney N. Strotz, all NBC Hollywood; Carl E. Haymond, KIT Yakima, Wash.; Harry Butcher, KIST Santa Barbara, Calif.; (standing) Lewis S. Frost, NBC Hollywood; Ewing C. Kelly and John DuPell, KCRA Sacramento, Calif.; Gene DeYoung, KERO Bakersfield, Calif.; Bernard Cooney, KMED Medford, Ore.; Hugh Kees, KOH Reno, Nev.; Jennings Pierce, NBC Western Division manager of station relations, public affairs, education and guest relations, who resigned effective Aug. 1 to join KMED as general manager [BROADCASTING, **July 24**]; **Paul Bartlett, KERO; Vernon Robinson, KMED; Oscar Turner, NBC Hollywood; Leo Ricketts, KOH.**

BAB MAILERS

'Series B' Is Completed

BROADCAST Advertising Bureau, New York, has issued "Series B" in its direct mail project—a seven card series of mailers designed for local use by stations. Series is available to NAB members at $4 per hundred or 700 for $28.

The seven cards illustrate basic points about radio as an advertising media: (1) you can time your messages best on radio: (2) radio permits effective repetition: (3) radio's spoken word has specific advantages; (4) radio lets you speak for yourself; (5) six essential radio advantages; (6) radio is fast, meets today's changing needs; (7) radio reaches the most people, listeners are receptive and responsive. Cards are humorously written and illustrated, using historical characters as copy material.

'SEOUL CITY SUE'

Copies Tokyo Rose

PROPAGANDA broadcasts by an English-speaking woman, whose attempts to undermine American soldier morale have won her the nickname "Seoul City Sue," are being aired by the Red Koreans from Seoul, Communist-dominated capital of South Korea.

The Seoul propagandist, whose identity could not be learned, scored U. S. Air Force personnel for "promiscuous bombing of schools and strafing of farmers" and urged them to "return to your corner ice cream stores in the states." Army spokesmen felt the woman broadcaster, who speaks with a slight accent, may be an "American missionary broadcasting at the point of a pistol" in the Red Korean-held city.

The programs are patterned in format after those broadcast during World War II by "Tokyo Rose," one of six English-speaking Japanese women who operated over Radio Tokyo between 1943 and 1945. She was convicted of treason last fall in San Francisco and given a 10-year prison sentence as well as $10,000 fine. The woman broadcaster, Iva Toguri D'Aquino, subsequently was released on bail pending appeal.

THE OLD SEA-HORSE SAYS:

"YOU AIN'T SEEN NOTHIN' UNTIL YOU'VE LOOKED UP THE STORY..."

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

RADIO CLINIC

To Highlight FPRA Meet

RADIO clinic, featuring a radio versus television discussion under the title, "Radio, Worthwhile or Outmoded?", will be a highlight of the 35th annual convention of the Financial Public Relations Assn. at Hotel Statler, Boston, Sept. 18-21.

The discussion will be between H. J. Wills, assistant vice president, Central National Bank, Cleveland, and Louis W. Munro, vice president, Doremus & Co., New York. Mr. Munro will take the position that radio as an advertising medium is doomed and will soon disappear. Mr. Wills will contend that it will be a long time before radio will have outlived its usefulness.

WCFM Recordings

MANUFACTURE of long-playing classical records, of works which heretofore have not been recorded, has been announced by WCFM (FM) Washington. The cooperatively-owned FM outlet lists as the first of its releases Charles Ives' *Symphony Number 3*, scheduled for September. Station also announced plans to produce three long-playing records by the end of the year.

RECORDINGS SET

For Solons' Home Use

SPECIAL series of recorded inserts by top government officials for public service use by members of Congress in their broadcasts to home area constituents has been initiated on a large scale by the radio department of the Labor League for Political Education, affiliated with the American Federation of Labor.

In a letter to members of Congress, the league said it had launched the series in view of the "public attention now focused on the Korean crisis and the domestic implications of this crisis," and as a public service feature for both Congress and local radio stations.

League spokesmen said that between 50 and 75 Senators and Representatives already have taken advantage of the service, which consists of recorded testimony of key officials before Congressional committees. The inserts are cut into members' records at the Capitol Hill Joint Recording Facility. They are taken from recordings actually made before committees or at sound studios upon request of a member.

Spokesmen also stressed that the inserts are made available without cost to all members desiring them, subject to approval by George Keenan, league director, and are free of "any pro-labor or political connotations."

The service reportedly was launched after requests from such solons as Sens. Scott Lucas (D-Ill.), William Benton (D-Conn.) and Francis Myers (D-Pa.), as well as Reps. Stephen Young (D-Ohio), Andrew Biemiller (D-Wis.) and Richard Bolling (D-Mo.).

Series thus far used include statements by Warren Austin, U. S. delegate to the UN, on Gen. Douglas MacArthur's first report to UN; Sen. Myers, and Sen. Lucas. Others recently prepared or in preparation comprise statements by Treasury Secretary John Snyder (on taxes), Bernard Baruch, Selective Service Director Lewis B. Hershey (on the draft), Secretary of Agriculture Charles Brannan (on hoarding), NSRB Chairman W. Stuart Symington, and Commerce Secretary Charles Saywer.

Spokesmen also praised radio stations throughout Illinois, Pennsylvania, Connecticut, California and other states for airing the public service recordings. Platters consist of opening and closing remarks by members of Congress, with officials' statements inserted between. Over 56 stations in Illinois and 50 in Pennsylvania have used the series, it was reported. Sen. Benton has launched a similar series of daily reports for use by over 20 stations throughout Connecticut.

It also was revealed that over 80 U. S. stations currently carry Labor League transcribed shows.

XUM

NOW—by transcription...

this Sensational New Quarter-Hour Series!

THE ALL NEW

beatrice kay show

beatrice kay

with all-star supporting cast!

The Equal of Top-Rating Network Shows... for Less than the Cost of Local Talent!

The inimitable Beatrice Kay...plus ex-Glenn Miller-Claude Thornhill-vocalist Artie Malvin...music by the Kay Jammers...large male chorus...guest stars! Humor, variety, human interest...beloved oldies and sparkling new melodies...a timely answer to America's latest touch of nostalgia! MC-ed brilliantly by Bea, herself—never more entertaining—seldom more heart-warming!

A fast-moving well-knit show offering local, regional and national advertisers—by transcription—the prestige, listener loyalty and merchandising opportunities of the finest network programs. 156 quarter-hour programs. Complete promotion kit. Tested kick-off promotion gimmick. Write, wire or phone for full audition presentation.

"Competes with the best...outrates the rest!"

RICHARD H. ULLMAN, Inc.

Phone CLeveland 2066

295 Delaware Avenue
Buffalo 2, New York

THE LATEST WCKY STORY

Dear Time Buyer:

Here is a story to remember, if you want to get the most for your money in Cincinnati:

WCKY's unduplicated independent programming has more audience in Cincinnati than 3 of the network stations and is exceeded by only one station.*

Share of Audience

8 AM to 8 PM Monday thru Friday

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
19.8	16.8**	19.2	20.3	17.1

(** - *Includes Baseball*

* - *Pulse May June 1950)*

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

XUM

IN CINCINNATI—

YOUR BEST BUY

IS WCKY

SUMMER AND WINTER, WCKY'S UNDUPLICATED INDEPENDENT PROGRAMS PULL THE AUDIENCE – –

AND

WCKY'S 50,000 WATTS OF POWER GIVES YOU A LARGE BONUS COVERAGE OUTSIDE CINCINNATI AT NO EXTRA COST.

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

editorial

Ears of America

THIS YEAR the text books of the nation will be revised. The base will be the U. S. population census—first in a decade. The statistics will show that from a nation of 131 million in 1940, the U. S. A. now has a population exceeding 150 million. They will show that the number of families has reached 41 million and that there have been shifts in population of a gradual rather than a sweeping degree.

Distilled from this census data are facts and figures which make up an integral part of the 1950 BROADCASTING-*Telecasting* MARKETBOOK, distributed as Part II of the current issue of this journal. Many of the figures are being published for the first time, thanks to the excellent cooperation of Census Bureau Director Roy V. Peel and his efficient staff.

It comes as no surprise that radio "population" more than kept pace with the increase in families. More than 95% of the homes of America have at least one radio receiver. A home without a radio is more of a rarity than a home without inside plumbing.

A decade ago there were 28,500,000 radio homes. Today there are nearly 40 million—a pace that almost doubled the increase in population. From other studies we know that 10 years ago they used to listen 3½ hours a day; now it exceeds 4 hours and 44 minutes as a national average.

The full facts to be derived from the census won't be known until next year. Enough is known, however, to prove beyond a shadow of statistical doubt that radio *is* the universal medium. The rich and the poor, the educated and the illiterate, the young and the old, regard radio as indispensable as the food they eat and the clothes they wear.

The ears of America are attuned to radio.

ANAchronism

OF MORE than cursory interest is the move—coordinated or happenstance—of top consumer publications toward rate increases. These may be based partially on circulation increases. The real incentive is increased overhead. Newspapers talk in the same vein. For several years the trend has been upward or toward consolidations.

Radio, which isn't immune from stepped up overhead, finds itself in the extraordinary position of staving off a unified thrust by the Assn. of National Advertisers for rate reductions. ANA bases its claims on rating declines in TV markets in making its unprecedented pitch for what amounts to price-fixing. We can recall no instance in which advertisers have banded together to fix prices on newspapers, magazines, billboards or even direct-by-mail. In a competitive economy the seller fixes his price and the customer buys or not as he pleases.

The ANA approach is unique in other particulars. It uses "cost per thousand" along with ratings to reach its ends. These artificial devices are not used in the publication field. It's circulation alone. Radio's "circulation" is at an all time high—virtual saturation of the homes of America.

Still of more than cursory interest is the round-robin of the Grocery Mfrs. of America Inc., soliciting the cooperation of stations to help abate scare buying—cooperation which radio always has gladly provided. The letter from President Paul S. Willis appeals to stations because of their "great influence" and because of the "confidence listeners have in you."

Radio readily admits that. More than that, it points to a record of cooperation in every emergency since radio's advent 30 years ago. It points to greater "circulation" than all of the printed media combined—media that are now asking increased rates.

For the record, some of the companies represented in the Grocery Mfrs. of America Inc., include General Foods, Procter & Gamble, Kraft Foods, Coca-Cola, Pillsbury Mills, General Mills, Kellogg, Swift, Pepsi-Cola, Heinz, Best Foods, Libby, McNeill & Libby, National Biscuit, Babbitt, Stokely-Van Camp. Or, for the full list, just check food product people on ANA's roster. The memberships are practically interchangeable.

We're impressed particularly because of the Grocery Mfrs. obeisance to radio's "great influence" and "confidence of listeners" and the diametrically opposite inference which must be drawn from ANA's contention that TV's inroads should bring radio rate reductions.

Or could it be that ANA believes it is more blessed to give than to receive?

BAB Inc.

ALERTED by recent events which could torpedo the economic integrity of radio, the NAB board of directors last week voted unanimously to cut the Gordian knot that has kept the Broadcast Advertising Bureau in the pouch of the NAB. By April 1951 the BAB (or an organization with a new name) will be an independent corporate entity, to sell radio at all levels against the competitive field.

The quest is for a big radio name—Niles Trammell is mentioned—to get the BAB ball rolling. Instead of the $200,000 budget now ear-marked, the goal is a minimum annual operating budget of $1 million. This would be derived not only from stations, but from all segments of radio (and later of TV). To that extent, the plan envisages a variation of the "Fusion Now" precept we have advocated wherein all elements in the mass radio arts, whether broadcast or manufacturing, sales or programming, would unite under a policy "Congress" or "Council."

We applaud the board's action. It is a strong, affirmative move. It was unanimous. Bob Swezey's committee did its job well.

The big task lies ahead. Most of the missionary work was done ably by Maurice Mitchell. Now it's a task of picking the right head man and the right organization. It is a task of raising the money, and of healing the hurts that caused some networks and stations to drop out of NAB.

BAB, or its successor, must have the manpower and the means to parry the thrusts of the competitive media. The newspapers' Bureau of Advertising has a current budget of $1,120,000. The magazines have spent at least that much. They have done effective jobs (witness there's no Assn. of National Advertisers on their tails for rate reductions). We wonder who in radio can remember the name of a single executive of either the newspaper or magazine business-getting associations?

A strong man is needed to get the new BAB afloat and that means getting the money. After that, it is not a job of drum-beating, but of solid presentation and peddling. The facts are there, crying to be told.

Radio cannot afford to offer too little too late.

our respects to:

WALTER ALBERT BUCK

WALTER ALBERT BUCK began his "second career" when he joined the Radio Corp. of America after his retirement from the Navy in March 1948. At that time he was named president of Radiomarine Corp. of America, a service of RCA. He was transferred to the RCA Victor Division in January 1949, as operating vice president, the position he held before his recent appointment as vice president and general manager of the RCA Victor Division.

There is a natural temptation to use nautical terminology when referring to Walter Buck, for his "first career" was with the U. S. Navy, where he performed 30 years of distinguished service, retiring as a rear admiral. However no ship's lantern or bosun's pipe adorns his office at the Camden headquarters, hard by the Delaware river. Admiral Buck is proud of the rank he earned and even prouder of the U. S.

(Continued on page 62-A)

Static and Snow

By AWFREY QUINCY

NOW they're emphasizing the "homing" qualities of radio signals. It's not the first time that broadcasters have been regarded as pigeons.

* * * * *

Because "weighting" has always been a favored technique with the pollsters, it occurs to us that the current vogue of "rating" sweepstakes should have an official handicapper. A little guy like "Hoop" might be giving away lots of pounds and inches to an outfit like Videodex or Sindlinger. But regardless of weight or reach, we think a better plan is to strip them all down to the buff, give each a pair of waterwings and let 'em sink or swim, preferably in the San Francisco Bay.

* * * * *

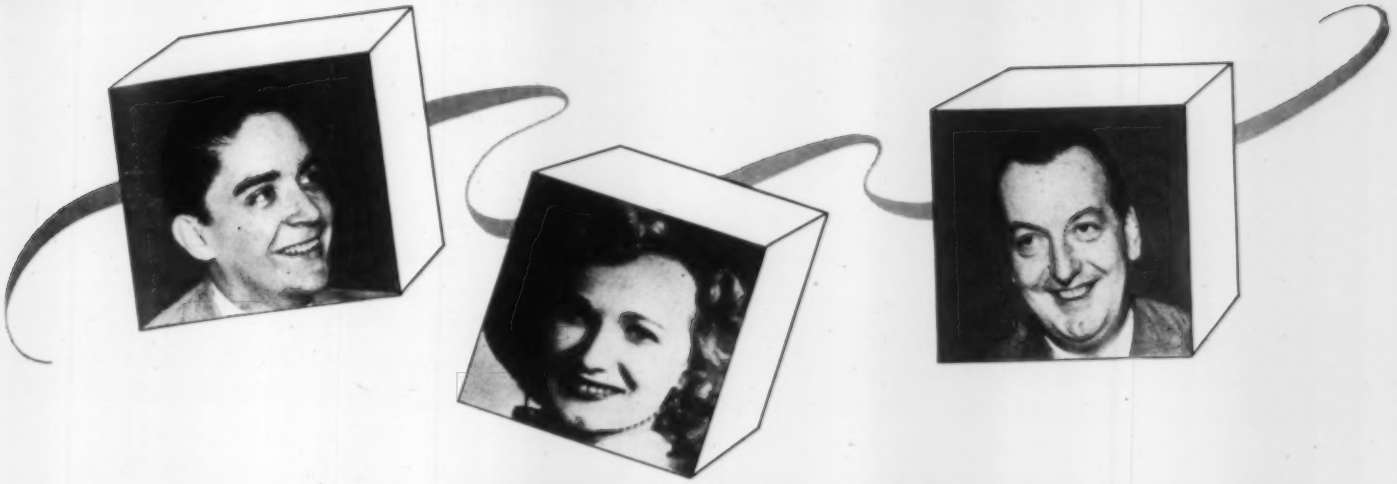
Apart from its wartime functions, the Broadcaster's Defense Council is a pleasing euphemism. According to the great generals and winning football coaches, the best defense is a strong offense. Somehow or other, to us, that spells F-U-S-I-O-N.

* * * * *

College education by television is bound to spread and one of the inevitable consequences is that many a viewer will receive degrees from more than one institution of higher learning. When the traditional game comes around, in order to show proper loyalty, the

(Continued on page 62-D)

XUM



WOV's "Daily Triple"

Delivers a Night Time audience of *971,520 Different* people weekly!

The "DAILY TRIPLE" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York the big swing is to the independents, and WOV's nighttime audience is up 39%.* The WOV "DAILY TRIPLE" is your best bet for sales impact, market coverage and an unbeatable unit rate.

*Source: The Pulse, Inc.

IN NEW YORK AT NIGHT...

THE BIG SWING IS TO THE INDEPENDENTS!

Originators of *Audited Audiences*

WOV
NEW YORK
5000 WATTS

THIS IS THE *"Daily Triple"*

Each program reaching a large, distinctive and different audience.

★ **1280 CLUB** — with Bill Williams. 1 ½ hours of fun and music with America's best bands to entertain you.

★ **PRAIRIE STARS** with Rosalie Allen — Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 — Western Life Poll.

★ **A RAMBLE IN ERIN** with Pat Stanton — Authentic Irish music and folk songs, with celebrities and guest stars.

Rome Studios: Via del Bufalo 126

National Representative *John E. Pearson Co.*

ROBERT L. KENNETT to general manager Yankee Network O & O stations in Connecticut (WONS Hartford, WICC (Bridgeport). RALPH H. KLEIN, program director WONS, to station supervisor. CHARLES PARKER, sales manager WICC, to station supervisor.

PHIL BECK to WCSI (FM) Columbus, Ind., sales staff.

TED W. AUSTIN, WFMY-FM-TV Greensboro, N.C., program director, to WOSC Fulton, N.Y., as general manager. WOSC withdraws from Oswego County Network to operate independently.

DUDLEY TICHENOR, WKBW Buffalo in national sales, to KANS Wichita as commercial manager. Was manager WNAO Raleigh.

J. HARRY CALLAWAY to WSGN-AM-FM Birmingham, Ala., as manager general sales. Replaces JULIAN FLINT, resigned. Mr. Callaway was with WHAS Louisville as administrative assistant to president, and general sales manager WBEX Chillicothe, Ohio.

CLARENCE (Bud) RISER to head commercial department Southern Virginia Regional stations.

GEORGE FIRESTONE, advertising and sales promotion staff NBC Chicago, to WMAQ Chicago sales, replacing JACK SCHNEIDER, resigned to join Radio Sales, Radio and Television Stations Representative, CBS, TV division.

WALT LAKE, graduate Pasadena Institute for Radio, Pasadena, Calif., to KWEI Weiser, Idaho, as commercial manager and announcer.

RUDOLPH R. PICARELLI, special agent Prudential Insurance Co., L.A., to KTTV(TV) Los Angeles as sales service coordinator. He succeeds JOHN ROVICK, returning to station program department.

ROSS MERRITT, writer-producer ABC Chicago, to WBBM Chicago Aug. 21 as sales service manager. Was sales promotion manager Radio Time Inc. He replaces SAM MAXWELL who goes to local sales as account executive.

PHILIP SCHLOEDER Jr. to assistant treasurer Avery-Knodel Inc., station representative, N.Y.

front office

PRENTICE WHITE, auditor and controller, Berg-Allenberg talent agency, to CBS Hollywood as administrative assistant.

SCHEPP-REIMER Co., N. Y., appointed national sales representative for WTCH Shawano, Wis.

F. C. SITTER to local sales staff WISN Milwaukee.

KLOK San Jose, Calif., and WGTC Greenville, N.C., appoint John E. Pearson Co., New York, to represent them. KLOK's Pacific Coast representative is Gene Grant & Co.

HARRY PATTERSON, commercial manager KFVD Los Angeles, to KLAC Hollywood, Sept. 1, in same capacity. MAURY GRESHAM, KLAC commercial manager, shifts to KLAC-TV sales.

DEVNEY & CO., national station representative, announces removal to new offices at 535 Fifth Ave., N.Y. New phone: MUrray-Hill 7-5365.

HAROLD G. ROBATOR, special features man WSPR Springfield, Mass., to station manager WREB Holyoke, Mass.

WHLI Hempstead, N.Y., increases rates 10% effective Nov. 1. Current advertisers are protected until expiration of contracts, with new rates applying to all buying time on or after Nov. 1.

JAMES C. FLETCHER, sales staff KFAR Fairbanks, Alaska, to eastern sales manager Midnight Sun Broadcasting Co. (KFAR, KENI Anchorage). He will open offices for KFAR and KENI in N. Y. late this month.

NORMAN R. PROUTY, ABC, to WFIL Philadelphia as radio sales manager. Was with Benton & Bowles, Katz Agency and Edward Petry & Co.

JOHN F. CONBOYE, territorial representative Kraft Food Products, to WDVA Danville, Va., as sales representative.

WERD Atlanta, Ga., appoints Interstate United Newspapers Inc. as national representative.

MALCOLM KENNEDY to sales staff WIBG Philadelphia. Was with WIP same city and WKDN Camden, N.J.

ROBERT BLUM, KMPC Hollywood, to KEEN San Jose, Calif., as sales manager.

AL BIORGE, sales manager KGEM Boise, Idaho, to account executive KSL-AM-TV Salt Lake City.

STEPHEN A. CISLER, vice president Radio Kentucky Inc. (WKYW Louisville), owner and officer WXLW Indianapolis, WXGI Richmond, Va., and WWSO Springfield, Ohio, to active service as Capt. in U. S.

WOC **FIRST in the QUAD CITIES**

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 14,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

Marine Corps Reserve. He is commanding officer of communications section Company D, 16th Infantry Battalion, Louisville, and reports to Camp Pendleton, Calif., Aug. 22.

Personals . . .

ROGER W. CLIPP, general manager WFIL-AM-TV Philadelphia, appointed radio-TV representative Philadelphia Defense Board, as member of communication section. . . . PATRICIA CUNNINGHAM, secretary to E. R. VADEBONCOEUR, vice president WSYR-AM-TV Syracuse, N. Y., and Fred L. Percival were married July 29.

GENE TIBBETT, manager WLOX Biloxi, Miss., elected vice commander of American Legion for Mississippi. Also elected Southern Commander of Past Commanders Club. . . . HAROLD C. BURKE, general manager WBAL Baltimore, spoke on "Telling Your Story by Radio" to Maryland and District of Columbia Oil Industry Information Committees July 24. . . . J. R. POPPELE, vice president in charge of engineering WOR New York, appointed chairman communications committee New Jersey technical advisory committee for civil defense.

Mr. Tibbett

FRANK DeROSA, salesman WMAQ Chicago, father of girl, Susan Dale, July 29. . . . ROBERT J. McANDREWS, managing director Southern California Broadcasters Assn., to give presentation of "The 1950 Profile of Southern Calif. Radio" today (Mon.) before Santa Barbara (Calif.) Advertising and Sales Club. . . . JOHN MOWBRAY, KSMO San Mateo, Calif., salesman, father of boy.

JERRY BARTELL, president WOKY Milwaukee and conductor *Playtime for Children* show, cuts disc, "The Men Who Come to Our House," for Young People's Records, N.Y. . . . TOM GARTEN, commercial manager WSAZ Huntington, W. Va., father of boy, Joseph Albert, July 29. . . . E. J. DEVNEY, Devney & Co., N.Y., station representative, father of boy, Brian Edward, Aug. 1.

EUGENE D. HILL, manager WORZ Orlando, Fla., elected chairman Orange County Chapter National Foundation of Infantile Paralysis. . . . NORMAN S. McGEE, vice president in charge of sales WQXR New York, and EILEEN M. MAYONE, WJLB Detroit, were married July 28. . . . GIL BERRY, midwest sales manager DuMont TV network, father of boy, Charles Stuart, Aug. 1.

WORLD JINGLES

Extensive Sales Announced

WORLD Broadcasting System Inc., last week announced sales of commercial jingles as follows:

Bread jingles: To Heimbach Bakery, over WKAP Allentown, Pa.; to Doyle's Bakery, over CKWS Kingston, Ont.; to McIlraith's Bakery, over CFOS Owen Sound, Ont.

Fur jingles: To Al's Furs, over WKAP Allentown, Pa.; to McKay's Furs, over CKWS Kingston, Ont.; to Meyer's Furriers, over WKOP Binghamton, N. Y.; to Owen Sound Fur Co., over CFOS Owen Sound, Ont.; to Hertzberg Furs, over KELA Centralia, Wash.; to Caro-Werner's Cleaners, over WCAE Pittsburgh, Pa.

Used car jingles: To Uhlmann Motors, over KELA Centralia, Wash.; to Carolyn Motor Co., over KEYS Corpus Christi, Tex.; to Gene Baker Motor Co., over WKIC Hazard, Ky.; to Hoggard-Vann, over WEED Rocky Mount, N. C.; to Quincy Auto Exchange, over WJDA Quincy, Mass.; to Threkeld Motor Co., over WVOP Vidalia, Ga.; to Sexton Motor Sales, over WWGP Sanford, N. C.

Furniture jingles: To Allen Furniture Co., over KEYS Corpus Christi, Tex.; to Christian Hauvestoa, over WFNS Burlington, N. C.; to Herlig-Myers, over WEED Rocky Mount, N. C.; to Legate Furniture Co., over CFOS Owen Sound, Ont.; to Brantley Furniture Co., over WVOP Vidalia, Ga.

FRANK E. HURT

KFXD Owner Killed

FRANK E. HURT, 60, co-owner, president and general manager of KFXD Nampa, Idaho, was killed Aug. 3 when his car left the highway and plunged down an embankment near Horseshoe Bend, Idaho. Police said he sustained a skull fracture and internal injuries.

Mr. Hurt

A native of Macon County, Mo., Mr. Hurt went to Idaho in 1900. In 1928 he founded KFXD in Shoshone, moving the MBS outlet to its Nampa location in 1930. He was a charter member of NAB and of the Radio Pioneers.

He leaves his widow, Blanche; a son, Edward, co-owner of KFXD; two brothers and two sisters.

Collective Bargaining

MANAGEMENT at WNMP Evanston and WKRS Waukegan, Ill., have been notified by the International Brotherhood of Electrical Workers (IBEW) that technicians and engineers at the stations have authorized the union to represent them in collective bargaining. Men affected by the action include four at WKRS and three at WNMP, both non-union shops. Negotiations between union and management representatives are expected shortly.

All Accounts

(Continued from page 9)

bedian, aids Ted with a good slice of the radio production detail to leave him free for increasing TV work.

Ted stands on the doorstep of big things to come. The Dowd agency has expanded. It has purchased the old Blaker agency and has combined with the Redfield, Johnstone Agency becoming Dowd, Redfield & Johnstone in New York but for the time being, retaining the John C. Dowd Inc. title in Boston.

Cites Ambitions

Whatever Ted's position in the new agency, he has but one thing in mind: "My ambitions are purely and simply to constantly strive to bring new and original entertainment to the television audience" while continuing to maintain a high standard in radio production.

When Ted gets a chance he takes part in his favorite hobby—sailing. Ted and his wife find their primary interest in their nine-month-old son.

NEW edition *Headliners for Hams*, reference folder containing latest technical data on 30 RCA "Ham" Preference Tube Types for radio amateur, announced by RCA Tube Dept. Information on new tube types and socket connection diagrams included. Available from RCA tube distributors.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

How Many Yardsticks?

When you select a market, you naturally use more than one yardstick to measure its value.

If you select your radio station in Miami by the same intelligent measurement, you will certainly want some of WIOD!

For every foot of our story ... call our Rep

George P. Hollingbery Co.

James M. LeGate, *General Manager*

5,000 WATTS · 610 KC · NBC

MARKET NEWS

AM Coverage Increases

NEARLY 1,200 AM stations and 200 FM outlets are broadcasting market news for farmers, according to a survey by the Production and Marketing Administration of the U. S. Dept. of Agriculture.

The department reported that this is the largest number of AM stations ever to carry government market reports and is an increase over last year's total of 1,137. No data was gathered on last year's survey. The survey showed that a few TV stations also are programming market news. Questionnaires were sent to 2,143 stations and replies were received from 1,568 AM outlets and 209 FM stations.

Westinghouse Income

WESTINGHOUSE Electric Corp.'s net income for the first six months this year totaled $27,206,707 compared to $28,409,961 for the same period last year, Gwilym A. Price, president, has announced. Net sales billed for the first six months in 1950 were $463,907,387 compared to $468,073,982 for the same period in 1949, he said. Although the company's first quarter earnings this year were ahead of the comparable 1949 period, both net sales billed and net profits in the second quarter fell below last year.

allied arts

GERRY O'BRIEN, production director WTUC Tucson, Ariz., to Western division World Broadcasting System, Hollywood, as sales representative.

ERIC E. SUNDQUIST elected vice president A. C. Nielsen Co., Chicago. Continues as member radio-TV index sales division. Has been with company since 1948, having worked with advertising and marketing research organizations for past 12 years.

Mr. Sundquist

WILLIAM M. MERTZ Jr. to MGM Radio Attractions as Chicago manager, from midwest sales manager MacGregor Transcription Co.

ZELMA COHEN to booker Atlantic Television Corp. Was with Telecast Films Inc. and Cinetel Corp.

Mrs. GEORGE G. (Buddy) DeSYLVA elected to board of directors of Capitol Records Inc., L. A., to succeed her late husband.

JOHN HEATON, continuity editor of CHML Hamilton, to S. W. Caldwell Ltd., Toronto, transcription distributor, as manager. Firm takes over distribution in Canada of C. P. MacGregor, Hollywood, productions, and all American transcriptions handled by Exclusive Radio Transcriptions Co., Toronto.

NANCY EVANS, featured singer with Wayne King, leaves orchestra and NBC TV show to open own production office in Chicago. She will work as performer and producer-director.

JUANITA UNDERWOOD, general manager John Paul Lee & Assoc., to George R. Turpin & Assoc., Fort Worth, promotional sales firm, as sales manager.

BUDDY BASCH, publicist, N. Y., moves to new offices at 17 E. 45th St., N. Y. 17, MUrray Hill 7-8351. Former location was 2 W. 46th St.

LEE HOLLINGSWORTH, head *Auction Audience Rating Program*, reports show sold to WLIO E. Liverpoor, Ohio. Already on WRIB Providence, R. I., WGCH(FM) Greenwich, Conn., WKBS Oyster Bay, N. Y.

HARRY S. GOODMAN Productions begins production quarter-hour syndicated program, *Music of the Stars*, and acquires sole sales, distribution rights to *The Ted Lewis Show* and *Arthur Smith and the Crackerjacks*.

CLINTON J. (Pat) SCOLLARD, Paramount Pictures, elected executive vice president United Artists Corp.

RICHARD MULFORD radio-TV department Roche, Williams & Cleary, Chicago, to Atlas Film Corp., same city, as assistant to TV Director Norman C. Lindquist.

Equipment . . .

HARRY P. WESTON, vice president-treasurer Graham-Paige Corp., N. Y., to Reeves Soundcraft Corp., Long Island City, N. Y., as executive vice president.

MARTIN ROTHMAN named Bendix radio and TV district merchandiser for northern N. J. ED NISBERG named merchandiser for Chicago area.

JACK L. HOBBY, sales promotion manager Capehart-Farnsworth Corp., Fort Wayne, Ind., to advertising and sales promotion manager Andrea Radio Corp., N. Y.

HARRY E. AUSTIN, S. F. district manager RCA Communications, elected vice president in charge of Pacific Coast district for RCA Communications Inc.

JOHN GRAY, graduate U. of Illinois school of engineering, to head industrial sales correspondence department, Simpson Electric Co., Chicago maker electronic equipment, testing devices.

GENERAL ELECTRIC starts production 17-inch rectangular picture tubes at Buffalo, Syracuse plants. Tube (17BP4-A) has neutral-density face plate and is magnetic-focus-and-deflection tube.. Firm buys Illinois Cabinet Co., Rockford, Ill. OSCAR M. LINDGREN, president and general manager, continues in that capacity.

DECCA RECORDS Inc. announces consolidated net earnings, after taxes, of $360,582 for six months ending June 30, or 46 cents per share for 776,650 shares outstanding.

Technical . . .

ROBERT A. WILSON, WEOA Evansville, Ind., to chief engineer WOOD Grand Rapids, Mich.

GENE L. LUKOWSKI, audio-video control engineer KTTV (TV) Los Angeles, to KECA-TV Los Angeles engineering staff.

FRED TUCKER to WDRC Hartford, Conn., as transmitter engineer. Was with WNBC New Haven, Conn., WMAS Springfield, Mass.

RCA VICTOR announces amplitude modulation monitor, providing direct continuous reading of modulation percentage in AM transmitters operating between 500 and 2500 kc.

SUPERIOR ELECTRIC Co., Bristol, Conn., releases 16-page bulletin featuring complete line standard Powerstat variable transformers. Bulletin, P550, describes variable transformers and line correctors.

ASTATIC Corp., Youngstown, Ohio, announces development of two new TV, FM boosters (Models BT-1 and BT-2).

ANDREW Corp., Chicago, manufacturer transmission lines, antenna equipment, issues 7/8 inch diameter, ultra low loss coaxial cable (type 738).

GENERAL ELECTRIC Co., Syracuse, announces TV stabilizing amplifier (type TV-16-B) for providing automatic correction of sync, blanking portion TV signal.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Note To Timebuyers

A card or letter to us, or to Free & Peters, will bring you this WDBJ BMB Area presentation which includes:

- Official BMB Coverage Map
- Latest Market Data—BMB Counties
- Preliminary 1950 Census Figures
- Comparative BMB Coverage Graphs

Handily bound for filing and perforated for three-ring binder.

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS INC. National Representatives

INDEPENDENT OPERATION VS. NETWORK OPERATION

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

XUM

KGNC SEEKS CRITICISM

Dr. Watson Named to Improve Announcing

RADIO, like other industries, has its critics and when the right sort of criticism is directed at radio, it is welcomed. Going a step beyond waiting for criticism to come, one station wants criticism so much that it has reached into a neighboring college and employed the head of its music departments as critic-educational director.

Dr. Clark

Little over a month old, this venture was started by KGNC Amarillo, Tex. In this short period of time, it has produced good results and has all the potentialities of pointing to great and widespread improvement in the industry, the station reports.

The idea seems to have been brought up simultaneously by KGNC's Manager Tom Kritser and Assistant Manager Bob Watson, and Dr. Wallace Clark, director of music at West Texas State College at Canyon, 17 miles southwest of Amarillo.

The trio first discussed their conceptions of what was needed to strengthen KGNC's program presentation. Then, Dr. Clark went to Los Angeles, Hollywood and other coast cities to study programming, presentation and techniques, from both the studio and listener viewpoint.

Gains Support

The idea was enthusiastically greeted by Jennings Pierce, NBC's West Coast manager of public affairs, station and guest relations, as well as by Frank Barton, NBC Hollywood director. Some of the station officials expressed amazement that radio had been so negligent in not doing something of the sort earlier, especially in helping individual announcers to improve their mike techniques and personalities.

Dr. Clark's main job, at least in the early part of the program, is to assist announcers, both in classroom and in private instruction, to develop their voices and personalities to fit in more perfectly with the several programs each presents in the course of his tour of duty. This calls for him to monitor all programs, to note the weaknesses, strong points and other characteristics of the program as a whole, and the work of the announcer in particular.

In considering the need for general improvement at the microphone, Mr. Kritser and Mr. Watson stressed the fact that, regardless of all that lay between, so far as the listener is concerned, the announcer is the sponsor's representative so long as he is at the mike. They pointed out that although the listening public may be aware of some of the huge investment and all the details which go to make up a radio program, so far as the listener is concerned, it is the announcer presenting a program sponsored by such and such a company.

Sells Influence

They further pointed out the way in which the announcer presents the program has a large bearing on whether or not the program sells the company's product.

All too often in the past, according to the KGNC management, the announcer has been on his own, with little or no cooperation from the program department or any other members of the staff. His improvement or failure has been entirely his own, on a sink or swim basis, which has not been entirely fair to him. His assignments may or may not be fitted to his particular style of delivery, yet he has had the full responsibilty of the success or failure of the program and the sponsor's reaction in continuing or cancelling the contract.

In selecting Dr. Watson to undertake to correct much of this situation, KGNC did so in consideration of his recognizedly outstanding work with students of voice in the Southwest.

BASEBALL FANS

Show Sponsor Gratitude

BASEBALL and other entertainment will be on the bill of fare next Wednesday at Meyers Field, home of the Norfolk Tars baseball team, when listeners to Tar games are expected to turn out on the occasion of "Radio Appreciation Night."

In addition to the Norfolk-Roanoke game, sports fans will view entertainment directed by WNOR Norfolk's Bob Story and comprising sporting events handled by Jack Harris, one of two announcers who air Tar games. Event was initiated last year by the sportscasters to show baseball sponsors how much fans appreciated the broadcasts, and drew a record-breaking crowd of 7,000 fans in Portsmouth, Va., across the river, where the idea was first tried.

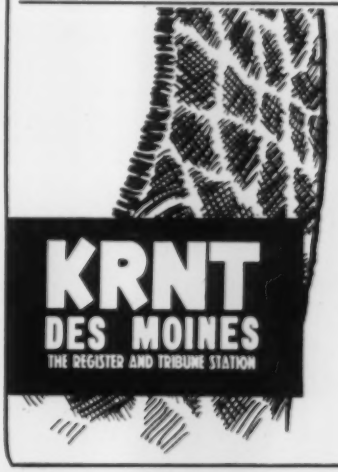
HIGHEST
in Des Moines, Hooper-wise!

WHEN YOU'RE ON KRNT, YOU'RE ON THE BEAM!

C. E. HOOPER SHARE OF AUDIENCE

APRIL-MAY, 1950 DES MOINES, CITY ZONE 17,445 CALLS

Time	KRNT	B	C	D	E
Morning	44.1	3.1	8.6	20.9	17.1
Afternoon	42.9	4.4	9.9	12.3	25.5
Evening	27.5	7.9	7.6	25.5	28.0
Sat. daytime	30.6	4.5	16.8	23.4	14.1
Sun. afternoon	29.0	9.7	17.2	18.9	13.0
TOTAL RATED TIME PERIODS.....	35.1	5.9	9.6	20.4	23.6



LOWEST
PER-IMPACT
COST!

BUY THAT
Very highly Hooperated
Sales results premeditated
ABC Affiliated
Station in Des Moines

Represented by the Katz Agency

air-casters

E. FRANK BROWN, chief announcer KXLW Clayton, Mo., to program director.

W. LAWRENCE HEDGPETH Jr. to program director WINX Washington. Was with WDNC Durham, N. C., WIS Columbia, S. C., and WAPO Chattanooga.

Mr. Hedgpeth

JAMES L. McGRATH, staff member WFCB Dunkirk, N. Y., to program director.

LELAND (Lee) JACKAWAY, WWPB Miami, Fla., to announcing staff WMBG Richmond, Va.

PAT BEALL, traffic director WGAY Silver Spring, Md., resigns. Aug. 11, she married Kenneth E. Collins. **DOLORES McQUEEN**, new to radio, replaces her at WGAY.

JAY SCOTT, producer WMCT (TV) Memphis, Tenn., to production manager. **JEAN PERRY** to WMCT as associate producer. **RUSS MAYBERRY**, WNBQ Chicago, to WMCT as producer.

ED JOHNSON, recent graduate Pasadena Institute for Radio, Pasadena, to KVOG Ogden, Utah.

BILL BAILEY, staff announcer WLS Chicago on *National Barn Dance*, resigns to free lance in radio-TV.

DON DANIELSON, public relations department WBBM Chicago, named assistant director.

MILDRED WRENN, KPIX (TV) San Francisco sales, promoted to traffic manager.

ROBERT S. WEBSTER, news director WCOU Lewiston, Me., to program director WTWN St. Johnsbury, Vt., effective Sept. 1. He succeeds **GORDON JAMES PLATT**, resigned.

MARTIN BOOKSPAN, music director WBMS Boston, to program director.

AL CONSTANT, KRON-TV San Francisco announcer-director, named director of studio.

PAUL BENSON, KAYL Storm Lake, Iowa, continuity department, to KFJF Webster City, Iowa, as production manager.

ROLAND H. BROWN to announcing staff WXGI Richmond, Va.

JACK DOUGLAS, announcer WCSI (FM) Columus, Ind., resigns.

DON AMECHE succeeds **EDWARD EVERETT HORTON** as m.c. on *Holiday Hotel*, sponsored by Packard Motor Co., through its agency, Young & Rubicam, N. Y., Thurs., 9:30-10 p.m., ABC-TV.

EDDIE NEWMAN, WOR New York, to disc jockey WMIE Miami, Fla., 11 p.m. to 2 a.m. nightly. Contract effective Nov. 5.

PETER POTTER, star KTSL (TV) Los Angeles *Peter Potter's Party*, chosen to represent coast disc jockey-music world Aug. 23 on CBS *The ABC of Music* from N. Y.

DAN PETERS to announcing staff WQXR New York replacing **REX BENWARE**, resigned. Mr. Peters was with WHLI Hempstead, N. Y., and WVNJ Newark, N. J.

BAKER PASSMORE to WBBM Chicago page staff.

HELENECA BRICE (Mrs. Helen McNutt), advertising manager *Winter Park Herald*, Orlando, Fla., to WRNL Richmond, Va., as continuity writer. Was with WGAC Augusta, Ga.

HARRY VON ZELL to m.c. new KNBH (TV) Hollywood *Club Celebrity* show.

MARK SHEELER, m.c. *Blues Chaser Club*, WPIK Alexandria, Va., extends show to Metropolitan Network, WARL Arlington, Va., WGAY Silver Spring, WBCC Bethesda, Md. and WFAX Falls Church, Va.

WILLIAM S. ATKINSON, film clerk KECA-TV Hollywood, to active duty with U. S. Marine Corps Reserve.

JIM TRANTER, radio editor *Buffalo Evening News*, Buffalo, N. Y., to production staff WBEN-TV same city.

FRED STUTHMAN, WOR New York, and **BOB DAY**, KSMO San Mateo, to KGO San Francisco announcing staff.

GEORGE FALCON, manager KECA Hollywood transcription department, appointed public relations director in charge of radio-TV for Calif. Air Force National Guard, 62nd Wing.

ARTHUR FELDMAN, MBS director of special events, father of girl, Lisa Ann, Aug. 7. Mrs. Feldman formerly on U. S. program staff BBC.

DWIGHT COOKE, CBS commentator, serving as special commentator for Conference on Aging, Washington, Aug. 13-15.

BOB MICHEL, disc jockey WSYR Syracuse, N. Y., presented full Scottish highland costume.

MARJORIE WALKER, KECA-TV Hollywood, convalescing at home from foot injuries suffered in recent automobile accident.

BOB EMERY, conductor *Small Fry Club*, Mon.-Fri., 6-6:30 p.m. on DuMont Television Network, made deputy sheriff of Barnstable, Mass.

BILL GRISKEY, announcer NBC Chicago, father of boy, Ruggero Luigi, Aug. 5.

LYN OSBORN, of ABC AM and TV *Space Patrol* program, in Cedars of Lebanon Hospital, L. A., following emergency appendectomy, Aug. 6.

News . . .

BOB HURLEIGH, commentator WGN Chicago, substituted for **FULTON LEWIS jr.**, MBS, during first two weeks of Mr. Lewis' vacation. **HENRY LA COSSITT**, former WOR New York commentator, substitutes for second two weeks, beginning today (Aug. 14).

WILLIAM J. ALLERT, reporter WOAI San Antonio, Tex., called to active duty with U. S. Marine Corps as public information officer for Company C, 20th Infantry Battalion.

Lt. Allert

FRANK DILL, assistant to **JIM GIBBONS**, sports director WMAL-AM-TV Washington, resigns to join WCHV Charlottesville, Va., as sports announcer.

REX FROST, farm editor and announcer of CFRB Toronto, is in Switzerland making color movies for the Swiss government. **JOHN BRADSHAW** is temporarily replacing him at CFRB.

JOEL MAREINESS, radio graduate Syracuse U., to staff WOSC Fulton, N. Y., to handle news and sports. Succeeds **AL MELTZER**, who joins WAGE Syracuse.

BOB ACKERLY, KJR Seattle newscaster and announcer, to KXA same city as news reporter.

HARRY RASKY, news editor CHUM Toronto, to CKEY Toronto as news writer.

MANNING SLATER, sports editor WLIZ Bridgeport, Conn., appointed chairman Bridgeport area committee for Mel Allen Day in Yankee Stadium, Aug. 27.

JIM McMANUS, m.c. WMAR-TV Baltimore *The Sports Parade*, to WCBS-TV New York.

GENE PIATT, news editor WKBQ Memphis, Tenn, to staff KFJF Webster City, Iowa, as newsman-announcer.

JACK HORNER, KSTP-AM-TV Minneapolis sports director, father of boy, Thomas, July 23.

REX LORING, news commentator CKOY Ottawa, to CFCF Montreal.

ELECTRO-VOICE, Buchanan, Mich., issues new microphone catalog No. 110. Copy may be obtained by writing company.

LOW-POWER FM

ACLU Files Brief on Rules

AMERICAN Civil Liberties Union, through Ex-FCC Chairman James Lawrence Fly, its counsel, has told the Commission its present educational low power FM rules reasonably seem to include church organizations but such eligibility should not be considered inherent in their status as church institutions. All applicants should have like responsibility, ACLU said.

The ACLU brief was in response to FCC's call for oral argument on the petition of the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas to amend the Commission's rules so as to make non-profit, tax-exempt organizations eligible as noncommercial, low-power FM licensees [BROADCASTING, July 3]. ACLU opposed establishment of specific allocations for church groups as contrary to the First Amendment.

Meanwhile, brief in support of the Southern Baptist petition was filed with FCC by Frank Stollenwerck, Washington radio counsel, in behalf of the University Baptist Church of Baltimore, the Christian and Missionary Alliance and the Gospel Fellowship Assn., the latter composed of about a dozen Baptist schools and other groups. FCC has set no date for oral argument.

FM Multiplex

LICENSE was granted by FCC last week to Multiplex Development Corp. for its FM developmental station KE2XKH New York, using facilities of the former WGYN (FM) there [BROADCASTING, June 19]. Station has been operating several weeks under program test authority for the study of FM multiplex operation. Under this method one or more FM programs are aired simultaneously by multiplexing them in the main aural transmission. Firm reports tests have been highly successful to date. Frequency of 97.9 mc with 4 kw power is being used.

No time for neckin' since KGVO installed that new RCA transmitter and tower with 5000 watts both night and day. A good place to advertise.
KGVO · KANA
MISSOULA
ANACONDA BUTTE
Radio Montana

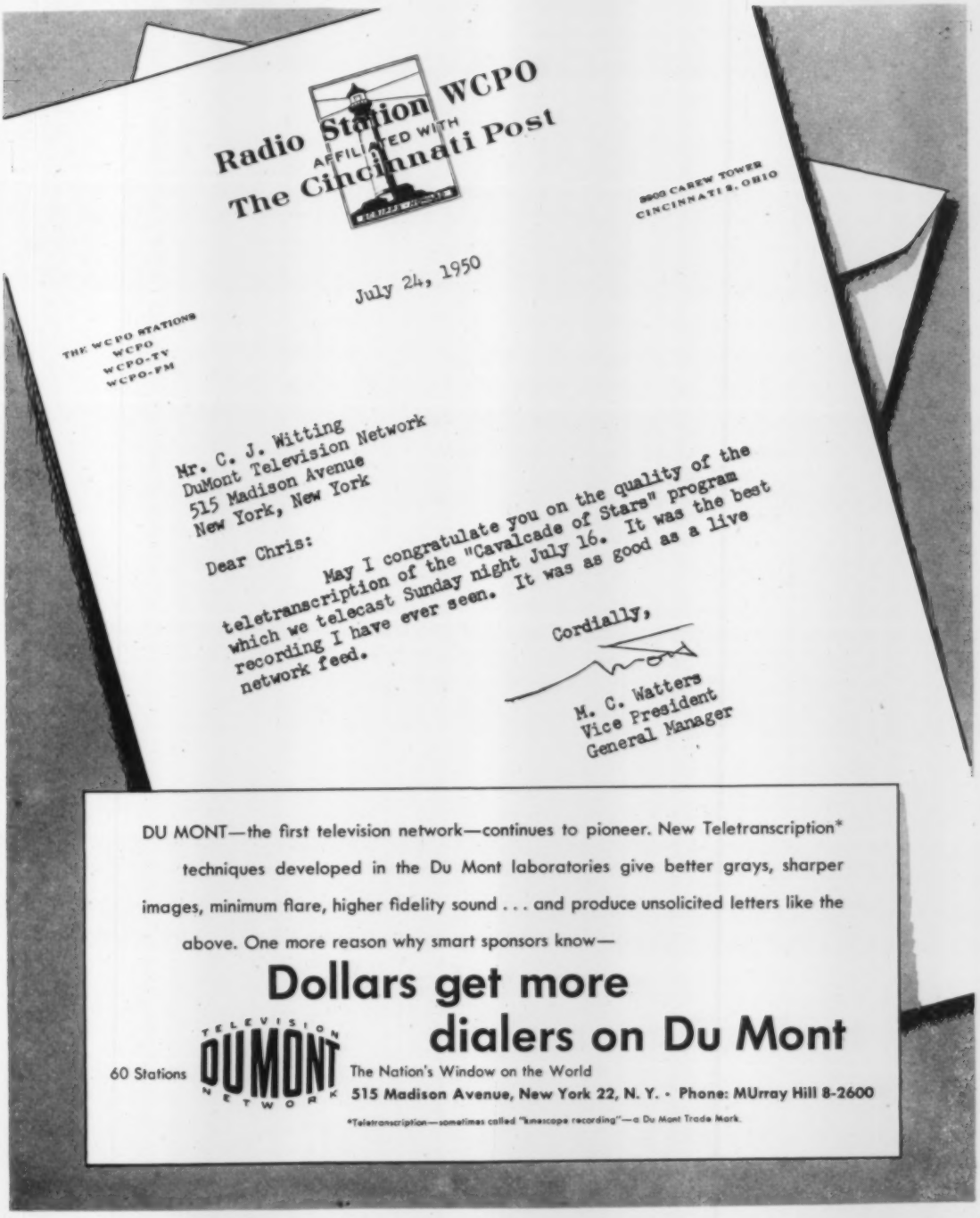
SOUTH CAROLINA'S SUPERMARKET
HAS 36% OF SOUTH CAROLINA'S GASOLINE SALES
MAKE IT YOURS WITH WFBC
GREENVILLE, S.C.-5000 WATTS
The News-Piedmont Station
NBC For Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

XUM

AUGUST 14, 1950

TELECASTING

A Service of BROADCASTING Newsweekly



Radio Station WCPO
AFFILIATED WITH
The Cincinnati Post

2900 CAREW TOWER
CINCINNATI 2, OHIO

July 24, 1950

THE WCPO STATIONS
WCPO
WCPO-TV
WCPO-FM

Mr. C. J. Witting
DuMont Television Network
515 Madison Avenue
New York, New York

Dear Chris:

May I congratulate you on the quality of the teletranscription of the "Cavalcade of Stars" program which we telecast Sunday night July 16. It was the best recording I have ever seen. It was as good as a live network feed.

Cordially,

M. C. Watters
Vice President
General Manager

DU MONT—the first television network—continues to pioneer. New Teletranscription* techniques developed in the Du Mont laboratories give better grays, sharper images, minimum flare, higher fidelity sound . . . and produce unsolicited letters like the above. One more reason why smart sponsors know—

Dollars get more dialers on Du Mont

60 Stations TELEVISION DUMONT NETWORK The Nation's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

*Teletranscription—sometimes called "kinescope recording"—a Du Mont Trade Mark.

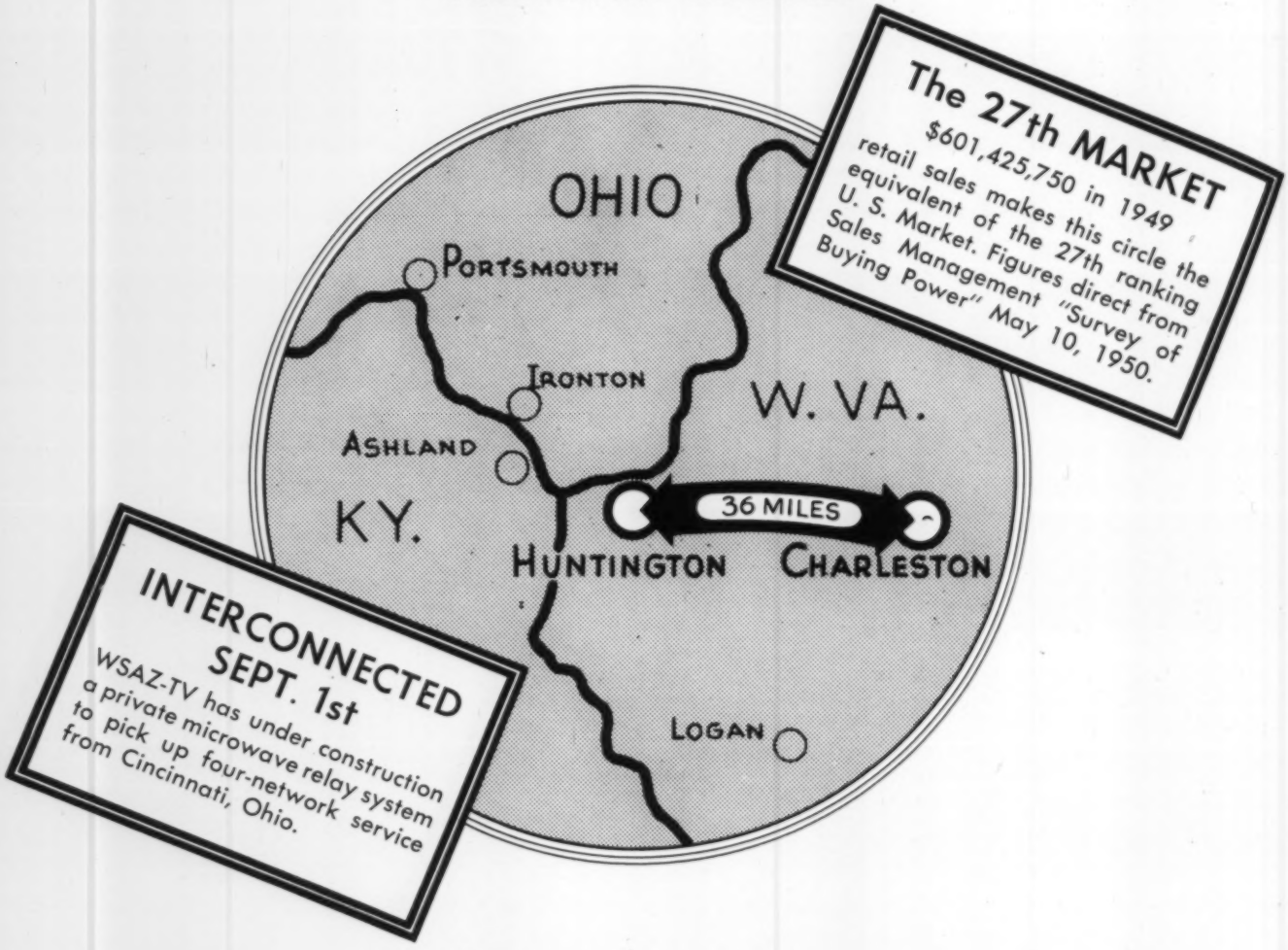
WSAZ-TV

delivers EXCLUSIVE coverage

of the

HUNTINGTON-CHARLESTON

TELEVISION MARKET


The 27th MARKET
$601,425,750 in 1949 retail sales makes this circle the equivalent of the 27th ranking U. S. Market. Figures direct from Sales Management "Survey of Buying Power" May 10, 1950.
OHIO
PORTSMOUTH
IRONTON
W. VA.
ASHLAND
KY.
36 MILES
HUNTINGTON
CHARLESTON
LOGAN
INTERCONNECTED
SEPT. 1st
WSAZ-TV has under construction a private microwave relay system to pick up four-network service from Cincinnati, Ohio.

West Virginia's* ONLY *Television Station

WSAZ-TV

Channel 5

ABC–CBS–DTN–NBC

Represented Nationally by

THE KATZ AGENCY

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

AUGUST 14, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

RCA DEMONSTRATION

Intercity Cable Color Transmission Shown

By BRUCE ROBERTSON

RCA last Monday for the first time demonstrated the intercity transmission of its system of all-electronic color television via coaxial cable facilities. The test had been simulated earlier this year [TELECASTING, April 10].

The program originated in the studios of NBC's WNBW (TV) Washington and was sent by regular coaxial facilities to WNBT (TV) New York for broadcasting. The program was picked up on a color receiver in the RCA Labs. at Princeton.

The color transmission was also beamed via microwave radio relay from New York to KC2XAK Bridgeport, NBC's UHF experimental station which rebroadcast the program for reception in black-and-white on experimental UHF sets installed by RCA in the area and in color on a converted VHF color receiver in the Westport, Conn., home of O. B. Hanson, vice president and chief engineer of NBC, some 12 miles from KC2-XAK's transmitter. An observer there reported reception of a "very good picture."

Good Results Claimed

Mr. Hanson, who himself watched the program on a VHF color set in his office in Radio City, New York, received from WNBT, said that "results were far better than I anticipated, knowing all the problems we were up against." Owners of standard black-and-white TV receivers meanwhile watched the color program in monochrome in both the Washington and New York areas, reception being of a quality which RCA spokesmen felt "effectively demonstrated the compatibility of the RCA color system."

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, hailed the initial demonstration networking of the RCA color system as "a new and highly important advance in the development of a color television service for the nation."

The new method of sampling the color images for cable transmission, an RCA spokesman explained, made it possible to increase the transmitted resolution of color images to 160-180 lines. "We feel that we can now put a color picture into a home from a station at the other end of the coaxial cable from the point of origin every bit as good as today's black-and-white network TV pictures," he stated.

Observers in the RCA Labs viewed the quarter-hour color network telecast on the company's improved tricolor tube where they could check RCA's claims for greatly increased brightness and resolution against the tube's actual performance. Reception of the same program on another color receiver with an earlier model tube and on a standard black-and-white TV set afforded additional opportunity for evaluation of the new tube.

The images on the new tube were reported as unquestionably brighter, clearer, and more vivid than those on the other color set, whose pictures looked washed out in comparison. As explained by Dr. Jolliffe in his color "progress report" [TELECASTING, Aug. 7], the new tube's brilliance results from an improved red phosphor, "making it possible to remove the red filter from in front of the tube which increases the light output by two to one," and by improved tube techniques.

A highlight brightness of 25 to 30 foot lamberts was produced by the new tube, an RCA spokesman reported, adding that this is "above the flicker threshold of the CBS system" and pointing to the virtual absence of flicker in the picture being watched.

Increased Resolution

Increased resolution of the images from about 100 to 160-180 lines was attributed to a new aperture plate which has 200,000 holes and 600,000 phosphor dots, a 70% increase over the 117,000 holes and 351,000 dots of the original screens. (There are three dots—red, green and blue—for each hole, the angle of the transmission determining which dot is activated and which color reproduced.) The resolution capabilities of this tube are up to the six mc system itself, it was explained, the spokesman adding that even so, RCA intends to work towards a screen with 900,000 dots.

"Our research is now aiming at better phosphors, better guns and better masks," he said, "and we feel sure that in a short time we can again double the output to, say 40 to 50 foot lamberts, about the same as black-and-white kinescopes. We want to go even further, but at this stage that certainly would not be a limiting factor of the 6 mc color system."

An experimental color set employing new circuits which bypass the black-and-white signal and sample only the lower frequency color components was also demonstrated, producing dot-free color pictures and high quality black-and-white images as well. Circuits were said to be much simpler than in previous color receivers, utilizing only six to eight more tubes than a standard black-and-white set, not counting the color viewing

(Continued on page 56)

COLOR DELAY?

Coy Says No to Johnson

IN A FLAT disclaimer, FCC Chairman Wayne Coy last week denied knowledge of reports that FCC intends to delay its color television decision because of the Korean crisis.

"That is not to say that such rumors are not afloat," he said. "It is only to say that I, along with other members of the Commission, have been so busy discussing the color TV problem, a part of the decision-making process, that such rumors have not reached me."

Chairman Coy's statement was contained in a reply to a letter from Sen. Ed C. Johnson (D-Col.) denouncing "busy-body scandal mongers" who spread such rumors and declaring that, in fact, immediate commercial use of color TV "could be of vast aid to the defense effort."

Exchange came during FCC's fifth week of color deliberations since the hearing record was closed, with current speculation centering on issuance of a formal decision "about Labor Day."

There were indications that the FCC is handling its report piecemeal, writing it section-by-section, but with the final vote yet to be taken. That which already has been drafted, it is believed, would fit a decision in favor of any one of three alternatives: (1) multiple standards, (2) RCA's dot sequential, (3) CBS line sequential.

It's entirely possible that the FCC will finish its consideration this week, but with the final vote, which could go any one of the three indicated courses, to come after the staff completes its job. Such a possibility was detected in the attitude of members of the FCC last week. They seemed more relaxed, in contrast to their demeanor during the preceding weeks when color sessions were held almost daily.

Want No Hold-Up

Sen. Johnson, television-conscious chairman of the Senate Interstate and Foreign Commerce Committee, sent his letter to the FCC chief after RCA and CBS, sponsors of two of the three rival color systems under consideration, called FCC's attention to the existence of rumors about delay and reiterating that they want no hold-up of the decision.

Sen. Johnson wrote:

These letters from the Columbia Broadcasting System and the Radio Corp. prove conclusively once and for all that the selfish interests conspiring for delays are not the pioneers who have fought the hard battle in the laboratory and expended millions of dollars to make this amazing recreational and educational development available now to the American people.

On the other hand, busy-body scandal mongers are spreading these stories [about delay] for a wicked purpose and obviously not in the public interest. They ignore the nine months of tedious, detailed and searching hearings only recently completed—the most intensive ever held by an administrative agency. They forget the time and money spent by CTI, RCA and CBS in presenting their cases. They overlook the patience, the continuous attendance, and the intense study and concentration which each Commissioner has given the mass of testimony which was presented in the tense atmosphere of good American rivalry and free enterprise competition.

They overlook, too, the fact that this vital matter has been before the Commission for almost a full decade. Any further delay will place us far behind the rest of the world in this

(Continued on page 56)

Telefile:

KRLD-TV Marks Its Brand On the Growing Southwest Market

IN TRUE Texas style, television is coming into its own in a big way in Dallas. KRLD-TV, CBS affiliate, on the air since Dec. 3, 1949, is climbing into the TV cockpit in the Southwest with unbridled momentum.

From the outset, executives and staff at KRLD were obliged to use their ingenuity. As Clyde W. Rembert, general manager, recalls: "We learned the television business through trial and error."

An operational chestnut had to be cracked with the TV station's opening. Since the new building was not yet ready to house the AM, FM and TV facilities, it was necessary to operate the TV facility from three different locations.

However, with radio and television now under one roof, the operation is integrated. And, in keeping its tradition of working closely with its parent, the Dallas *Times Herald*, KRLD has tucked the new medium under its wing as an essential part of the overall service provided the Fort Worth-Dallas area.

Opens With Gridcast

First big camera job for the station was the telecast of the SMU-Notre Dame football tussle immediately after KRLD-TV went on the air. From then on, its TV coverage broadened. Its mobile units have accomplished nearly every type of remote control telecast—ice hockey from the Dallas rink, wrestling and squared-circle events from the Dallas Sportatorium; home games of the Dallas baseball team, member of the Texas League.

In the Dixie belt it's said that Dallas' radio-TV area is destined to be a Southwest center for the media with merchants distinctly air minded. An indication of this trend was the June 1 opening by Eastman Kodak Co. of a new film development plant in Dallas, specializing in film for TV stations.

KRLD directors look to Herald Square, where the newspaper and radio-TV studios are located,, to be to Dallas in the electronic world what Hollywood and Vine is to Los Angeles and Hollywood.

Heading the KRLD radio and television operation is Mr. Rembert. He started with KRLD as an advertising solicitor and announcement writer when the radio outlet was opened in 1926.

Station Executives

Under his supervision are the following executives: J. W. Crocker, assistant manager; William A. Roberts, commercial manager; Roy George, program director (both AM and TV); Ves Box, chief announcer; A. H. Plumlee, traffic manager; Douglas Hawley, the *Herald's* radio editor, publicity.

Chief engineer is Roy M. Flynn. His assistants are John Kluttz and Ted Favors, in charge of AM-FM and of TV, respectively. Mr. Flynn has been associated with KRLD for over 20 years and worked with Harvard U. engineers on radar during the war.

Officials of the company, KRLD Radio Corp., are Tom C. Gooch, president of The Times Herald Publishing Co., chairman of the board; John W. Runyon, first vice president of the newspaper firm, president, and D. A. Greenwell, the newspaper's secretary, vice president.

Television pioneering was a logical step for KRLD officials who were in the forefront of radio's early days. The station joined CBS as early as 1928 when its studios were a 10x12-foot hotel room and its control quarters a 6x6-foot cubby hole in the same building. It had a strand of wire for an antenna, strung across the street from the hotel structure to that of a bank building.

President Runyon and Manager Rembert take pride in pointing out that an old KRLD microphone occupies a place, among some others, in the office of William S. Paley, CBS chairman of the board.

568-Ft. Tower

Pointing upward in the Texas blue is KRLD-TV's tower, some 568 ft. high and sending out an effective power of 15.8 kw. It is hoped that the power will be doubled when FCC lifts the "freeze." KRLD also claims a six-bay antenna, said to be the first and only in the country to be operating on a low-frequency channel.

On Channel 4 (66-72 mc.), KRLD-TV operates with 8 kw aural power and 15.8 kw visual. The TV studios, with those of AM and FM, are located in the new building in Herald Square, officially designated as such by the Dallas City Commission. Studios were designed and blueprinted by Dr. Wayne Rudmose, professor of physics at SMU, an accoustical engineer of national fame.

The transmitter is set on the second floor in the building's rear and directly under the tower. The tower is a Blaw-Knox self-supporting structure. The transmitter room is about 50 x 50 feet and houses the transmitter, equipment racks, transmitter console and mixing console.

Next to this room is the film room which is equipped with two film cameras, two 16mm projectors, one slide projector and one news projector. There is also an announcing room connected to the transmitter location.

On the lower floors directly under the transmitter room there is space for the mobile truck, equipped with two DuMont cameras and necessary control equipment. When the truck is garaged, permanent cables connecting one of the AM studios are available to convert it into a TV studio using the vehicle as a control room. All equipment, except for the DuMont cameras, is General Electric.

Expands Programming

Although in operation only eight months, KRLD already has expanded its air time. When the station went on the air, it operated seven days a week from 5:30 p.m. until about 10:30 p.m. This time has been advanced to 3:30 p.m. two days of the week. As of late spring, time was divided into approximately 50% studio programs, 45% film and 5% remote.

Since its late 1949 debut, television receivers in the Fort Worth-Dallas area have nearly tripled in number and now are approaching 70,000. If current conditions prevail, it is expected that the number may climb to 100,000 by Jan. 1, 1951. The Dallas-Fort Worth area ranks in the upper quarter in the nation with the most TV receivers in service.

As its operation progresses, the station is making available more

* * *

Clyde W. Rembert, General Manager — John W. Runyon, President — Tom C. Gooch, Board Chairman — D. A. Greenwell, Vice President

BIG TEN GAMES

Theatres Take Telecasts

BIG TEN football will be telecast direct to three theatres in Chicago and one in Detroit this fall, it was announced Tuesday in Chicago by officials of the Big Ten Conference and United Paramount Theatres Inc.

It is possible that theatres in Minneapolis and Columbus may be added in an "experimental one-year program" of Big Ten theatre television, Big Ten Commissioner K. L. Wilson said. Mr. Wilson noted that the program is so experimental "we have not yet drawn any financial agreement."

"Considering the limited number of theatres participating, and the exceptionally high cost of installing theatre television equipment, transmission facilities and crews to staff the games, it is unlikely that any worthwhile financial return will be realized for 1950," he said.

Mr. Wilson added that each member of the Big Ten conference intends to air the post-game films of its games via regular telecasts, as previously provided by conference action.

The Big Ten made the joint announcement with United Paramount after its Conference Television Committee, composed of Douglas R. Mills of the U. of Illinois, H. O. Crisler of the U. of Michigan, and Ted B. Payseur of Northwestern U., sent a "favorable report" to all conference schools. The report termed the proposed theatre television program "an immensely valuable experiment."

In Chicago, a nine-game schedule based on the home games of Northwestern and Illinois will be shown in three Balaban & Katz (United Paramount) theatres—the State-Lake, downtown; Uptown, north side; and Tivoli, south side. In Detroit, U. of Michigan games will be shown by United Detroit Theatres in the Michigan Theatre.

The Paramount intermediate film storage process will be installed in the Detroit theatre and in the State-Lake and Uptown theatres in Chicago. In the Tivoli RCA's direct projection equipment will be used. Installation of equipment already is underway in the four theatres.

It is possible that Columbus will be both on the sending and receiving end if the Big Ten theatre-television project is extended to that city, but Minneapolis will be on the receiving end only, due to transmission limitations, Mr. Wilson observed.

In a separate announcement, United Paramount said the company hopes to demonstrate "the potential appeal of theatre television and to explore its operation on a multi-theatre, inter-city basis."

National System

"This will lay the foundation for a national theatre television system in the public interest and will also redound to the benefit of all branches of the motion picture industry," the statement said.

Robert H. O'Brien, secretary-treasurer of United Paramount, pointed out that the Big Ten test is the "largest and most important" of the theatre television experiments to be conducted. He recalled, however, that Paramount already has shown in New York and Chicago theatres a "wide variety of TV events, ranging from the Louis-Walcott and Walcott-Charles championship fights and the 1949 World Series to such special events as the Truman inauguration, Churchill's MIT address, sessions of the UN, and President Truman's address to the country on the Korean crisis."

Mr. O'Brien explained that ticket prices at the theatres would be in excess of the normal rate because the showing of Big Ten games "should be considered a premium attraction just as other special theatre shows." Patrons attending the television portion of the show also will be able to see the remainder of the regular bill, he said.

Commissioner Wilson declared that athletic directors of the various Big Ten schools "have readily confessed they do not know the answers to the many complex problems posed by live television. Throughout the sports world, and in many other phases of our American living, we are trying to adjust to this amazing technological development," he said.

"When anyone is faced with a difficult problem he experiments in the attempt to find a correct and satisfactory solution. The Big Ten, by its action regarding live television last April, took an experimental step. At the time, we stated we did not know that such a step would lead to the right answer. Now, the conference is entering another experiment. We do not know that this will answer all of the complex problems. But the Big Ten hopes that by the end of the 1950 football season it will have collected valuable experience and information from these experiments to guide it in the future."

Mr. Wilson emphasized that all information on the project would be turned over to the television committee of the National Collegiate Athletic Assn.

Number One Fan

IT LOOKS as though television has extra appeal to the number one citizen of the U.S. President Truman reportedly has three TV sets in the Blair House, another in his office and still one more television receiver on board his yacht.

network programs for viewers. Last spring, KRLD began transmitting on film the CBS-TV *Toast of the Town* with Ed Sullivan, a program top-rated in metropolitan centers. Other high-ranking shows are expected to be telecast.

Local programs, such as *The Pastor Calls*, are growing in popularity with Dallas viewers.

KRLD-TV's rates are based on $300 per hour one-time for Class A time periods (7-10 p.m. week days, 6-10 p.m. Sundays); $150 an hour one-time for Class B (6-7 p.m. week days, 10-11 p.m. daily, 12 noon to 6 p.m., Sunday), and $100 per hour one-time for Class C time (sign-on to 6 p. m. daily except Sundays).

KRLD estimates its TV investment to be about $600,000. And in the words of its manager, Mr. Rembert, "commercial prospects for the station are excellent." Local and regional advertisers have become familiar with what TV can do for them. Advertising agency and station executives in the KRLD area are convinced that most advertisers will include TV in their fall budgets.

Still relatively new, KRLD-TV has not had the opportunity to compile long-range success stories. But its catalog of business tells the same story of the older, successful stations—80% of the station's original advertisers were still buying time at the summer's approach.

According to Manager Rembert, KRLD-TV will continue along the path that has brought its radio sister-station recognition in the industry. This policy he says is "to provide to its listeners and viewers the finest in entertainment, education, sports, news, and above all to continue more than ever to render an outstanding public service to this community and our area through the great medium of television.

"We will spare no expense to see that this policy, which is the same as the *Times Herald* and KRLD, will be continued."

* * *

Roy M. Flynn, Chief Engineer; J. W. Crocker, Asst. Manager; William A. Roberts, Commercial Manager; Roy George, Program Director

CENTER THEATRE

NBC Leases Space For Production

WORLD'S LARGEST legitimate theatre, with a seating capacity of 3,000, will soon become the world's largest TV studio, under a lease by which NBC acquires use of the Center Theatre, located in New York's Rockefeller Center.

The Rockefeller Center also houses NBC's Radio City television headquarters.

After several months of study and planning, the conversion of the theatre to video use will begin immediately, with telecasts to originate from there this fall. The fan-shaped stage for television, covering a space including what once were the first eight rows of orchestra seats, measures 100 ft. across at its widest point and 90 ft. deep, with an overall area of 4,200 square ft. Included is an elaborate elevator in three sections with turntable arrangements.

The Center Theatre is equipped with thousands of square feet of dressing rooms, shops for engineers, carpenters, painters, electricians and other technicians, air conditioning and other facilities, with shops, offices and prop rooms at the basement level.

In announcing the lease, Joseph H. McConnell, NBC president, pointed out that "acquisition of the Center Theatre will provide NBC with excellent facilities to accommodate our tremendously expanded television business.

"NBC in the fall," he said, "will be originating each week more than 100 individual TV programs from New York City. Many of these programs are productions requiring facilities comparable in scope to anything ever attempted on Broadway.

Greater Productions

"In addition, the size of the Center Theatre will permit the network to do productions on television heretofore impossible in any other theatrical type of presentation. No other theatre anywhere is equipped to handle the types of presentation planned to originate from the Center Theatre."

XUM

TELEVISION—naturally—was the subject of conversation at a recent luncheon in Chicago when I. E. Showerman (r), NBC Chicago vice president, got together with Jules Herbuveaux (l), television manager for the network in Chicago, and Luckey North, star at WRC Washington.

ANOTHER milestone for Texas television is chalked up as tabulation of election returns is telecast by KPRC-TV Houston from the city room of the *Houston Post*, parent firm of the outlet. The presentation, telecast by WPRC-TV's mobile facilities, was sponsored by Duncan Coffee Co.

REHEARSING *Sincerely Yours*, a 15-minute weekly request song show on WHIO-TV Dayton, Ohio, for Miami Valley Cooperative Milk Producers Assn., are (l to r): John Cory, WHIO-TV dir.; Betty Stump, star of show; Joyce Grierson, the program's "Dairy Maid," and Lincoln Scheurle, TV dir., Hugo Wagenseil & Assoc. agency.

CEREMONY starting construction of the new 217-ft. TV antenna atop New York's Empire State Bldg. finds Mayor O'Dwyer hammering in a gold-plated rivet. Watching are (l to r) Lawrence W. Lowman, CBS vice president; Mark Woods, ABC vice chairman; Dr. Allen B. DuMont (in background), president, DuMont Labs.

VIDEO FUTURE

U. S. C. of C. Quizzes Broadcasters

TELEVISION is one of the most powerful forces in our economy and culture today. Television is a reality which cannot be denied; but it is a reality that must be clarified if we are to understand what helps to make today what it is, and what tomorrow may be.

This is the conclusion reached by the U. S. Chamber of Commerce's committee on advertising after circulating a 10-point questionnaire on TV dimensions to operators of television stations who are also operators of radio stations [BROADCASTING, Aug. 7]. Results appear in the chamber's June-July issue of *Advertising News Letter*.

In answer to question No. 1—"How many television sets will be in use by 1955?"—lowest estimate was nine million sets; highest, 50 million. Many replies were qualified with "provided no war."

Although doubting that isolated areas may ever receive television, interviewees were agreed that lifting of the FCC freeze would bring innovations to saturate the population. Booster or satellite stations will prove important and 90% of continental United States will have better than fair reception eventually, the report said.

Better Adapted

Asked what type of goods or services TV is better adapted than radio to sell, broadcasters replied: "Any product that can be demonstrated in use and all goods that lends itself to counter display and show room display, especially brand name products."

TV, they pointed out, may become a better medium for all goods and services than radio, and enterprises using both house-to-house canvassers and TV report that TV is nearly as effective in moving merchandise as personal selling and much less expensive.

Questioned on the role TV will have assumed in mass education by 1955, station operators were of the opinion that if TV is ever to achieve its full stature as an educational force, "municipalities must find ways to finance it just as they have found it wise to use motion pictures and magazines in schools."

The survey brought out the conclusion that TV can teach anything because it can bring the classroom right into the home and will revolutionize higher education. "This has been proved by the Navy's success in training personnel through TV programs," the report said.

Both television and radio will have established specialized clients by 1955, the questionnaire revealed, and the two media may be highly complementary and both may be used by the same advertisers at different times. Furthermore, clients unable to afford TV will, possibly, be in a position to buy radio and get good value.

Radio, it was pointed out, will take care of sparsely settled areas for a long time but it's probable that the greater radio audience will be available only in the daytime. Radio's cost will be less, much less, was the general reply.

Implementing this opinion, interviewees were afraid that TV's selling capacity, however, is so much greater than radio's that as soon as its per capita cost is brought down—through wider, more extensive distribution of sets—it will take most of radio's clients because it will sell greater volume of goods per dollar invested.

As to the types of clients, goods and services using radio or TV predominantly in 1955, station operators answered that TV sponsorship is limitless and it's probable that goods will be sold by TV and services will be sold by radio.

Typical Case

Typical of answers to a request for operators' most convincing case history of television's ability to move goods were the following:

"One TV announcement sold one carload of electric fans in 12 business hours. . . . DeSoto dealer ran one 60-second film spot, cost $30. Sold four automobiles as a direct result. . . . Sold $8,200 worth of Vitamix machines at $29.95 each on a single half-hour film program which cost the sponsor only $270. . . . in several case we have sold out complete stocks for local dealers . . . with an expenditure of $100 we have moved $30,000 in goods. . . . Our success stories go to banks, automobiles, groceries, appliances, etc."

The following TV stations cooperated with the chamber in its survey:

WKY - TV Oklahoma City; WDTV (TV) Pittsburgh; WAFM-TV Birmingham, Ala.; WBAP-TV Fort Worth; WTVR (TV) Richmond, Va.; WOR-TV New York; WTVN (TV) Columbus, Ohio; WSYR-TV Syracuse, N. Y.; WFIL-TV Philadelphia; WTVJ (TV) Miami; WBEN-TV Buffalo; WKZO - TV Kalamazoo, Mich.; WMAR-TV Baltimore; WMBR-TV Jacksonville, Fla.; WOAI-TV San Antonio; WJBK - TV Detroit; KMTV (TV) Omaha; WAAM (TV) Baltimore; WJAC-TV Johnstown, Pa.; WDSU-TV New Orleans; WAVE - TV Louisville; WHAM-TV Rochester, N. Y.; also, DuMont Television Network.

Katz Agency Listings

KATZ AGENCY is releasing "TV spot advertising cost summary," giving cost of one-miunte, five-minute and 15-minute time periods at one-time and 260-time rates and half-hours at one-time and 52-time rates for Class A film time on 106 TV stations operating as of July 1. Four-page folder also reports the total costs for the first 10, 20, 30, 40 and 50 TV markets and for all 62, for all stations and for one station in each market.

WFAA-TV

DALLAS

Announces the Appointment

of

EDWARD PETRY & CO., INC.

as

*National Representative**

**AM Representative for past 18 years*

TV COMPANIES

No 'Dire Effects' Seen In Wartime Economy

PREPAREDNESS, in war or peace, will bring prosperity in electronic production for "the better companies," according to a report by the research department of Television Shares Management Co., Chicago. The firm, which sponsors and distributes Television Fund, notes "a drastic revaluation of prices in many securities" since the outbreak in Korea, with this trend especially active in the so-termed "television" group.

Television Shares concludes that the average investor believes "a war-like economy will have dire effects on the financial success of TV and electronics companies." In an attempt to refute this belief, TV Shares points out that today's "established leaders" in TV were "helped tremendously by World War II, despite wartime taxes, limitation orders and restrictions. . . .

"A warlike economy will once again make the large companies even larger and in certain cases make 'big ones out of little ones,' as it did during the war," the report said.

The special memorandum released by TV Shares contrasted total assets, sales and net profit in 1941, 1946 and 1949 for six major companies—Admiral, DuMont, Motorola, Philco, RCA and Zenith. They follow:

	Total Assets	Sales	Net Profit
ADMIRAL			
1941	$1,557,478	$9,399,024	$124,424
1946	12,818,986	36,139,851	1,888,625
1949	30,237,149	112,004,251	8,239,582
DuMONT			
1941	834,034	648,028	22,978(d)
1946	6,657,185	2,287,167	1,472,270(d)
1949	22,403,612	45,154,470	2,701,767
MOTOROLA			
1941	6,216,509	17,631,500	906,824
1946	14,004,117	23,201,107	656,286
1949	30,231,989	81,803,358	5,280,196
PHILCO			
1941	28,580,723	77,073,636	2,513,569
1946	64,915,035	121,596,621	3,107,480
1949	83,819,970	214,884,306	5,691,796
RCA			
1941	134,479,284	158,695,722	10,192,716
1946	189,626,247	236,145,728	10,985,053
1949	244,273,589	396,138,357	25,144,279
ZENITH			
1941	10,784,316	23,876,688	1,236,438
1946	19,680,517	39,566,963	169,506(d)
1949	32,723,871	99,210,746	2,706,889

(d) Deficit.

This same "amazing growth" has been experienced by component manufacturers, according to the memorandum. Figures are available for only 1939 and 1944. They are:

	1939	1944
Receiving tubes	$32,881,000	63,140,000
Transmitting tubes	2,268,000	259,916,000
Capacitors	22,607,000	119,526,000
Transformers	11,072,000	142,238,000
Resistors	9,001,000	48,200,000

Radar and radio plant expansions authorized by the War Production Board between 1941 and 1945 totaled $227 million, divided as follows: Building, $85 million; equipment, $142 million. Of the $227 million, $105 million was financed privately, the report shows.

More advertisers spend More money to sell More merchandise to More people on

WLW-TELEVISION

than on any other three TV stations in the WLW-Television market – 2nd largest in the midwest.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

TVA-SGA TALKS

Continue in New York

TVA-SAG discussions over TV jurisdiction were believed to be continuing in New York last week, with the return there from Hollywood of George Heller, TVA national executive director. However, no immediate overall agreement appeared in sight.

TVA is expected to file an amended petition with NLRB in New York shortly, according to Sidney Levy, field examiner handling the dispute there.

Mr. Levy would not comment as to what the expected petition might contain. But it is known that certain possible technical defects in the petitions of both parties were pointed out by Mr. Levy at the June 15 meeting in New York of TVA, SAG, and industry representatives [TELECASTING, June 19]. Since then SAG has filed three amended petitions on the West Coast. They are seemingly designed to conform to the legal requirement that the unit sought to be represented by the petitioner be "appropriate." Presumably the expected amended petition of TVA will have a similar purpose.

Conceivably either group might change the direction of negotiations by filing a multitude of amended petitions, intended to go after certification piecemeal. Thus petitions might be filed city by city, for one specific job category after another. However, the NLRB is empowered to consolidate such petitions should it so decide.

DuMONT EXPANDS

Leases Ambassador Theatre

DuMONT TV NETWORK has signed a five-year lease for New York's Ambassador Theatre, with options for renewal at the end of that time. Chris J. Witting, DuMont general manager, and Lee Shubert, theatre owner, negotiated the contract. The network also signed for space at 488 Madison Ave., New York, to which accounting and other departments not engaged in program production will be moved to provide additional space for expanded daytime programming at the DuMont headquarters at 515 Madison Ave.

The Ambassador, with almost 1,000 seats, is being remodeled for TV use. Du Mont also operates the 1,440-seat Adelphi Theatre in New York in addition to studios at 515 Madison Ave. and the John Wanamaker department store. The network's engineers are now investigating a large building on New York's Upper East Side looking toward additional studios.

GENERAL ELECTRIC

Plans TV Tube Expansion

EXPANSION program at a cost of $3 million and involving the General Electric tube plants at Owensboro, Ky., and Tell City, Ind., was announcel last week by the firm. The added facilities—134,000 sq. ft. more floor space and new tube making equipment—are required to meet an increased demand for television and "other electronic tubes," according to J. M. Lang, manager, General Electric tube divisions, Schenectady, N. Y.

Increased demand for tubes has been caused by the rapid expansion of the television industry's set production, Mr. Lang said. It was pointed out that GE's receiving tube operations have been on overtime schedules and production is at an all-time high.

WOR-IBEW PACT

Covers TV, Radio Technicians

THE FIRST WOR-AM-TV New York contract with IBEW was signed last week in New York, covering all the station's radio and TV technicians. Contract, effective Aug. 7, will run through March 1952, with a provision for re-opening the wage clause in March 1951.

WOR's contract with the National Assn. of Broadcast Engineers and Technicians (NABET) expired in April 1949 when WOR technicians voted to leave the union. After a period as an independent union, the technicians in October 1949 elected to affiliate with the IBEW. Negotiations between IBEW and WOR-AM-TV have been in progress since that time, culminating in the present contract.

KSTP STRIKE

Union Answers Hubbard

LOCAL 1216 of Radio Broadcast Technicians (IBEW-AFL), whose members at KSTP-AM-FM-TV St. Paul-Minneapolis have been on strike since April, last week published its differences with Stanley Hubbard, president and general manager of the stations. Attendant to the dispute is curtailment of KSTP-TV telecasts of Minneapolis Millers' ball games [TELECASTING, Aug. 7].

The baseball telecasts were discontinued when KSTP, because of the strike, was unable to change a power cable at the ball park to conform to requirements of city inspectors. Mr. Hubbard related that although the cable had been used since 1948 without objection, it was condemned after the strike began. Mr. Hubbard said the cable had been installed in 1948 by a local "licensed union electrical contractor."

Gene Brautigam, Local 1216 president, contended the installation "is not the same as used during 1948 and 1950." He said: "The installation for 1950 was made after the labor dispute between KSTP and Local 1216 had been in progress for three weeks. It was done by imported technician strikebreakers under the direction of John Klug, assistant chief engineer, one day prior to the scheduled opening home baseball game."

Mr. Brautigam contended the strike commenced in April "after eight months of negotiation with KSTP proved futile" although all other Twin Cities stations made satisfactory settlement granting wage increases. The union president charged that shortly after the strike began KSTP "locked out" employes who offered to return pending further negotiations.

Mr. Hubbard earlier stated the "$95 to $110 a week KSTP scale is $15 to $25 a week more than operators in other stations" there with the exception of WCCO, which is paid under CBS contract "negotiated at the living standards of New York City." He considered the union's bid for $15 increase as "unreasonable."

Mr. Brautigam, however, contended the KSTP scale is only $71 to $95 per week with "a few supervisors" getting $110. He said this is $5 below WDGY and $35 below WCCO. The union chief further held the WCCO contract uses the midwest CBS station scale, lower than New York and Los Angeles.

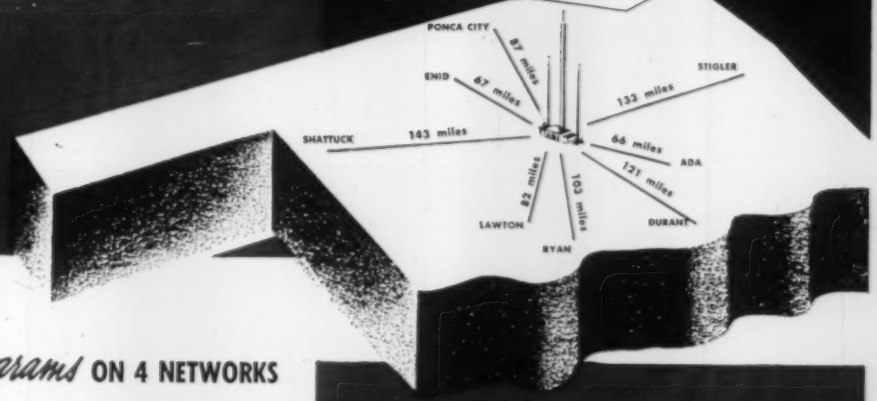
WCPO-TV Schedule

WCPO-TV Cincinnati today (Aug. 14) increased its hours of operation to 141 per week. Under the new schedule, the Scripps-Howard station goes on the air weekdays at 6 a.m. and continues telecasting until 12:30 a.m. Weekend scheduling extends from 6 a.m. Friday until 1 a.m. Monday, with disc jockeys handling the all night stretches Friday, Saturday and Sunday.

WKY-TV delivers an undivided television audience!

LOOK AT THE *Proven* COVERAGE MAP ON WKY-TV

It's amazing how far out television set owners are consistently picking up WKY-TV. The map below shows a few points where WKY-TV reception has been proven. Reports of good, clear pictures from 90 to 125 miles are an accepted everyday fact at WKY-TV. Every single set in this vast area is served exclusively by WKY-TV. Advertisers buy a big, growing, *undivided* audience on WKY-TV.



WKY-TV HAS THE *Top Programs* ON 4 NETWORKS

NBC
CBS
ABC
DUMONT

Every night's a big night on WKY-TV. With the top shows from the four big networks plus strong, local programs, WKY-TV offers its far-flung audience a solid line-up of top-rated programs seven days and nights a week.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

WKY, OKLAHOMA CITY • THE DAILY OKLAHOMAN •

WKY-TV AM TV

CHANNEL 4

OKLAHOMA CITY

Represented by THE KATZ AGENCY, INC.

70 db. Dynamic Range* on Disks

now made possible with the

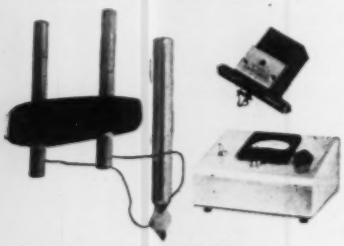
FAIRCHILD

Thermo-Stylus Kit

**Measured in accordance with NAB Recording and Reproducing Standards: Section 1, paragraph 1.85.*

WHAT IT IS:

A kit of special styli with miniature heating elements, a cutterhead adaptor and a heat control with calibrated meter.



WHAT IT DOES:

Applies thermoplastic principles to disk recording; eliminates mechanical loading of the cutter by the disk material.

RESULTS:

- **Reduces basic surface noise at least 20 db.**
- **Minimizes frequency discrimination at innermost diameters**
- **Eliminates most difficulties due to production differences in blank disks.**

Recordings made with the Fairchild Thermo-Stylus Kit retain the esthetic listening appeal of original sound.

WRITE FOR ILLUSTRATED DETAILS
SPECIFY YOUR CUTTERHEAD

Fairchild
RECORDING EQUIPMENT CORPORATION
154TH STREET AND 7TH AVENUE
WHITESTONE, N. Y. FR-115

Color Delay

(Continued from page 49)

potentially phenomenal improvement of the television art.

Sen. Johnson said FCC "most certainly" possesses "all of the basic and scientific facts which can be presented," and by additive process he concluded that "at least a majority" of the Commissioners "believes that a decision now would in no way prevent future development of improvements in color."

He pointed out that Comrs. E. M. Webster and George E. Sterling in their Senate confirmation hearings went "firmly on the record as favoring a quick and positive decision on color," and that at least two others of the seven-member agency—presumably Comrs. Robert F. Jones and Frieda B. Hennock—have "well-known" views as to "the advisability of a speedy and definitive color decision which would authorize immediate operation on existing channels."

As for Chairman Coy's views, the Coloradan said "I have such confidence in your common sense, responsibility to duty, appreciation for effective public relations, and deep concern for the general public interest that I have no qualms about your personal position."

Sen. Johnson said he was "grateful to the present Commissioners for their constructive approach to the imperative need for speeding the commercial operation of color television."

He made clear that "I have been in this campaign too long to surrender without a struggle," and that "if there is any temporizing with a clear-cut decision now, the fight must go on. . . ."

"You know my deep concern over the color question but I am equally as concerned over the standing and stature of the Commission with the Congress and the public generally," he said. Everyone realizes that the Commission is itself before the bar of public opinion in this matter."

Cites Condon Report

Sen. Johnson pointed out that the Condon Committee "has declared unequivocally that color television is ready now." He said he was sending a copy of the committee's report to each Senator; that the Government Printing Office has sold more than 1,100 copies, and that Senators "are requesting more and more copies for their constituents." His letter continued.

The employment of the current Korean crisis as an alibi for delay by the detractors of color television shows how desperate they are for any excuse for procrastination, deferment, or weasley worded proposed findings which would have the deadly effect of delay itself. . . . It is wholly unrealistic for these selfish interests to seize upon the war needs as an excuse; it indicates an utter lack of appreciation of the important part played by electronics in modern war.

The immediate commercial utilization of color television could be of vast aid to the defense effort in testing jet engine flame colors, observation of guided missiles, surveillance of various atomic processes, and in a number of other still secret processes and developments. Whether or not the Korean conflict, or even a major expansion of it, would seriously affect production in the electronics industry is beside the point.

Korea is not part of the testimony in the record and even if it were honestly believed that a decision for immediate utilization of color could not be put into effect because of the war, the Commission has no duty or responsibility or even right to use such an anticipated development as a prop for "no decision now," or for a proposed or tentative decision, or for anything other than a clear-cut definitive decision based on the record before it.

Sen. Johnson inserted his letter, along with those sent by CBS and RCA to the Commission, in the *Congressional Record* for last Tuesday.

Columbia's, sent by President Frank Stanton, cited "talk in industry circles that some groups would welcome delay" of the color decision.

"I would like," Mr. Stanton said, "to underscore what the record already makes clear—that Columbia has always wanted and now wants a prompt and definitive decision adopting a system of color television and fixing full commercial standards therefor. We are not and never have been in favor of any deferment whatever of a definitive color decision."

RCA's letter, from Brig. Gen. David Sarnoff, board chairman, noted that trade press stories indicate that "there are those who are in favor of delay" on color and reiterated on behalf of RCA and NBC that "we have not and do not favor any delay in the establishment, by the FCC, of commercial standards for color television" [TELECASTING, Aug. 7].

RCA Demonstrations

(Continued from page 49)

tube which has its own circuitry and power supply.

The RCA spokesmen expressed the opinion that color switching, phasing and synchronization call for about the same number of tubes, regardless of the color system employed.

Work is also in progress in the RCA Labs on simplified and less expensive studio equipment for color program transmission. Following the demonstration of networked color reception, visitors at the labs were shown a unit now in the development stage that consists of a red and a blue vidicon tube plus a dichromatic mirror. Added to a standard studio black-and-white camera, this unit would convert it into a color camera that would be less expensive to buy and to maintain and would have a simpler color registration set-up than the three-image orthicon camera.

RCA researchers also are working on a single-tube, three-color camera and reported "satisfactory progress" on several approaches to this problem, apparently not at all dismayed at statements of other video engineers that such a tube is a physical impossibility.

Capital Showing

RCA's demonstration of coaxial cable transmission of its color TV system is to be shown in Washington "as soon as possible," probably this week or next, according to C. B. Jolliffe, executive vice president in charge of RCA Labs. Division. Dr. Jolliffe arrived in Washington last Friday to supervise assembly of equipment and to direct test. Members of FCC and other Capital officials are expected to be invited to showing.

upcoming

NAB District Meetings

Aug. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Aug. 21-22: Dist. 15, San Carlos Hotel, Monterey, Calif.

Aug. 24-25: Dist. 16, Hollywood-Roosevelt Hotel, Los Angeles.

Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.

Aug. 24-25: Georgia Assn. of Broadcasters meeting, DeSoto Beach Hotel, Savannah, Ga.

Aug. 28-30: Canadian Assn. of Broadcasters directors meeting, Jasper Park Lodge, Jasper, Alta.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Sept. 8-9: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

ATTENDANCE UP

TV Credited in Atlanta

ALL-TIME attendance record at minor league baseball games of the Atlanta Crackers for the first week in August was set, according to James E. Bailey, manager of WAGA-TV Atlanta, with television getting credit for stimulating interest in the team and packing the stands.

The week's attendance passed last year's mark by 6,000, according to Cracker figures. The Crackers are leading the Southern league, with all home games being telecast.

Three weeks of daily showers around game time kept down attendance earlier at Crackers' games, with some persons blaming TV for a temporary drop in attendance, according to Mr. Bailey. But with arrival of August the weather cleared and despite appearance of Chattanooga and Little Rock, seventh and eighth respectively in the league standings, attendance was record-breaking. One night a Chattanooga game drew 11,720 fans.

Mr. Bailey reiterated that TV is bringing fans to the park in droves [TELECASTING, July 17].

The Houston Post Company
announces the appointment of
EDWARD PETRY & COMPANY
as National Sales Representative for
KPRC-TV
•
KPRC-TV — Houston's First and Only Television Station . . .
•
Owned and operated by the Houston Post, Texas' largest and Houston's only morning newspaper . . .
•
Affiliated with KPRC, Houston's First Radio Station.
•
KPRC-TV
W. P. Hobby, President
Jack Harris, General Manager
Houston, Texas
Lamar Hotel

Simple Arithmetic!

in the great MIAMI market area 13 AM STATIONS DIVIDE 121,000 RADIO HOMES

But THE ONE EXCLUSIVE TV STATION HAS 32,000 FAMILIES ALL TO ITSELF

Programmed by all four major networks

WTVJ Channel 4 miami

STOP LISTEN LOOK

YOU CAN SELL MORE ON Channel 4 IN MIAMI

FREE and PETERS · Natl Representatives

telestatus

Before and After TV

(Report 124)

ALTHOUGH living habits change when a television set enters the home, these changes are not as drastic as some surveys would indicate. Movie attendance, for instance, which has dropped in the past few years, has decreased in non-television homes as well as television homes.

While radio listening is cut somewhat by TV set ownership, combined listening and viewing of TV owners is greater than that of radio-only families and greater than it was for the same families before they acquired a television set.

These tendencies may be drawn from a before-and-after-TV-set-ownership survey reported by Sherman P. Lawton, coordinator of broadcasting at the U. of Oklahoma. Information was gathered through six separate investigations made in Norman and Oklahoma City starting last year before television came to the area [TELECASTING, Oct. 10, 1949].

The entire study included a total of 3,615 family interviews with 2,864 different families. Of all interviews, 20.7% were "repeats," families which had been interviewed previously, and 43.3% of the families interviewed at the six-month period had been interviewed in the pre-TV study. Of the families interviewed after TV had been in the area for a year, 27.5% were "repeats" who had been TV set owners at the six month period. Sampling was distributed according to density of population, and equally throughout the days of the week.

Among the interpretations reported were the following:

Almost 10% of the families in the area acquired TV sets in the first year of television operation in the area.

There was no tendency for TV homes to reduce their number of radio sets, in spite of generous trade-in offers. People who purchased TV sets during the first year were families with two or three radios. This fact may indicate a higher interest in broadcast programs, but seems more likely to be related to income of purchasers. There was a definite relationship between set ownership and income. . . .

Combined Listening Up

Although radio listening is cut down somewhat by TV set ownership, the combined listening and viewing of TV owners is (a) greater than that for radio-only families and (b) greater than it was for the same families before they acquired TV sets.

Evening radio listening has been sharply cut in TV families.

There is a negative correlation between income level and listening, both in radio and television. The higher the income, the less likely people are to listen for long periods of time.

Apparently the woman in the family, who has always been accepted as the dominant listener to radio programs, has had to give way when television came into the home. The shift can, in no small part, be attributed to the fact that TV programming in the area is concentrated during the evening hours. [A table shows children to be the dominant listeners in TV families followed by men and then women.]

Movie attendance has decreased among TV owners; however, it has also decreased among radio-only owners. Furthermore, the people who purchased TV sets . . . tended to go to fewer movies than other people even before they made their TV set purchases. To a considerable extent, movie-going is related to income . . . and the tendency is for upper income groups to attend movies less than the middle groups; low income groups attend movies less frequently.

Television set owners take more newspapers than radio-only families. This fact is related to income. . . . The evidence does not indicate that TV users are reading their newspapers either more or less than they used to, nor more or less than radio set owners. Differences may appear in the future when TV serves the news needs of listeners better than it does at the present time. There is no relationship between the number of newspapers taken and the amount of time spent in reading. Families who take three or four newspapers a day do not read them substantially longer than those who only take one or two a day.

Television set owners take more magazines than radio-only families. This factor is related to income. Although it appears . . . that TV owners are taking fewer magazines than they did a year ago, the same tendency seems to be true for radio families. . . . avid radio listeners take fewer magazines. The same tendency cannot be established as clearly for TV viewers. In a rather clear-cut way television seems to cut into magazine reading. It can be assumed as a prob-

(Continued on page 60)

Weekly Television Summary— August 14, 1950, TELECASTING Survey

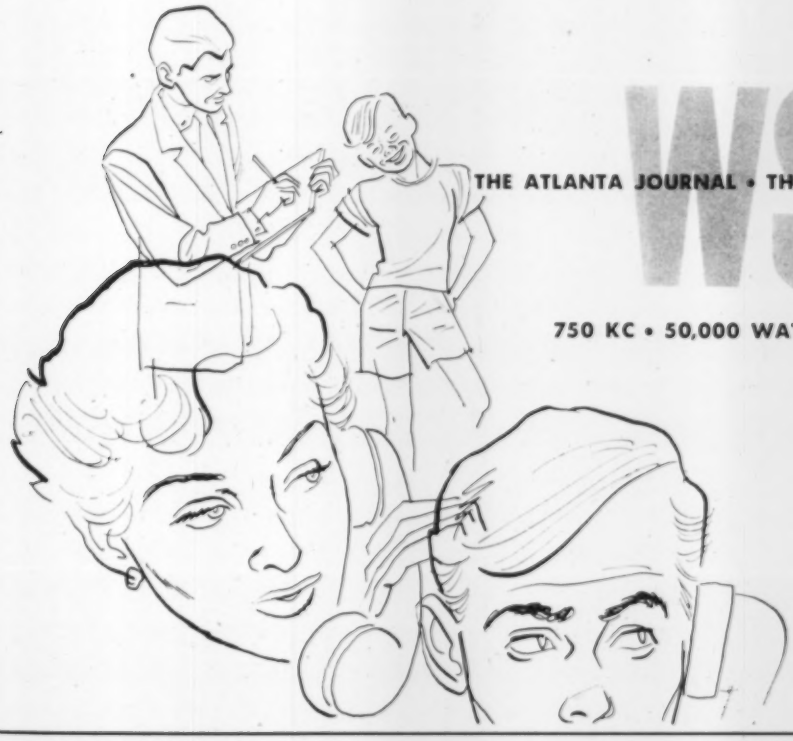
City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,550
Ames	WOI-TV	12,298
Atlanta	WAGA-TV, WSB-TV	49,263
Baltimore	WAAM, WBAL-TV, WMAR-TV	178,240
Binghamton	WNBF-TV	18,650
Birmingham	WAFM-TV, WBRC-TV	17,500
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	405,068
Buffalo	WBEN-TV	110,251
Charlotte	WBTV	19,210
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	536,895
Cincinnati	WCPO-TV, WKRC-TV WLWT	136,000
Cleveland	WEWS, WNBK ,WXEL	260,185
Columbus	WBNS-TV, WLWC, WTVN	74,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	65,681
Davenport	WOC-TV	16,218
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	71,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	282,000
Erie	WICU	37,650
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	65,681
Grand Rapids	WLAV-TV	43,055
Greensboro	WFMY-TV	15,458
Houston	KPRC-TV	31,742
Huntington-Charleston	WSAZ-TV	16,380
Indianapolis	WFBM-TV	62,500
Jacksonville	WMBR-TV	12,000
Johnstown	WJAC-TV	24,200
Kalamazoo-Battle Creek	WKZO-TV	34,048
Kansas City	WDAF-TV	42,107
Lancaster*	WGAL-TV	51,159
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	596,673
Louisville	WAVE-TV, WHAS-TV	35,769
Memphis	WMCT	44,319
Miami	WTVJ	31,400
Milwaukee	WTMJ-TV	119,044
Minn.-St. Paul	KSTP-TV, WTCN-TV	105,100
Nashville	.....	300
New Haven	WNHC-TV	90,300
New Orleans	WDSU-TV	28,754
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,435,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	23,428
Oklahoma City	WKY-TV	36,900
Omaha	KMTV, WOW-TV	27,182
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	540,000
Phoenix	KPHO-TV	14,800
Pittsburgh	WDTV	108,000
Portland, Ore.	.....	940
Providence	WJAR-TV	65,270
Richmond	WTVR	38,925
Rochester	WHAM-TV	45,936
Rock Island	WHBF-TV	16,218
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	21,000
San Antonio	KEYL-TV, WOAI-TV	22,655
San Diego	KFMB-TV	48,500
San Francisco	KGO-TV, KPIX, KRON-TV	65,650
Schenectady Albany-Troy	WRGB	90,500
Seattle	KING-TV	33,100
St. Louis	KSD-TV	152,500
Syracuse	WHEN, WSYR-TV	49,384
Toledo	WSPD-TV	51,000
Tulsa	KOTV	32,150
Utica-Rome	WKTV	20,300
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	150,325
Wilmington	WDEL-TV	40,081

*Lancaster and contingous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 6,826,048

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

On every survey* ever made of listener preference in the great Atlanta market WSB has been FIRST!

*Ask your Petry man to show you the latest ratings



WSB

THE ATLANTA JOURNAL • THE ATLANTA CONSTITUTION

750 KC • 50,000 WATTS • NBC AFFILIATE

Auricon
16mm Sound-On-Film
RECORDING EQUIPMENT
for
TELEVISION FILM
PRODUCTION

AURICON "Cine-Voice" CAMERA
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MANUFACTURERS OF SOUND ON FILM RECORDING EQUIPMENT SINCE 1931

Telestatus

(Continued from page 58)

ability that the more a person watches TV, the less time he spends reading magazines.

There is no good evidence that television in this area has resulted in decreased attendance at paid sporting events.

The survey also covered the effect of television on such activities as pleasure driving, partygoing, having guests in the home, hobbies, church-going and organization attendance.

* * *

New Rates Announced By Three Stations

NEW TV rate cards have been announced by KGO-TV San Francisco, WOR-TV New York and WTTG (TV) Washington.

On Aug. 6, the KGO-TV hour rate in Class A time increased from $262.50 to $350 for film shows and to $400 for live studio programs. Spot rates increased from $52.50 to $55 for film and to $65 for live studio spots.

A 25% increase in rates will become effective at WOR-TV on Oct. 1. New basic rate for a Class A nighttime hour becomes $1,500 as compared to the present price of $1,200. Basic daytime charge for an hour increases from $600 to $750.

The new WTTG rates become effective Sept. 1 and set a one-time, evening, hour at $450. Announcements of one-minute or less in Class A time become $90 on a one-time basis.

* * *

Multi-Market Telepulse Released for July

MULTI-MARKET Telepulse released by The Pulse Inc. last week shows *Toast of the Town* to be the top once-a-week program. *Lone Ranger* headed the list of multi-weekly shows.

For the period July 5-11 the top 10 network programs are listed by The Pulse Inc. as follows:

Once-A-Week	Program Average Rating	
	July	June
Toast of the Town	31.1	
Godfrey & His Friends	27.2	38.3
Stop the Music	26.0	29.5
Philco TV Playhouse	23.7	
Kraft TV Theatre	21.3	
Original Amateur Hour	20.0	
Candid Camera	19.1	
Cavalcade of Bands	16.1	
Cavalcade of Stars	16.0	
Hopalong Cassidy	15.9	
Multi-Weekly		
	July	June
Lone Ranger	17.1	
Wrestling	14.8	
Howdy Doody	12.5	16.7
Camel News Caravan	11.7	14.0
Captain Video	11.4	13.0
Lucky Pup	9.6	11.7
Roller Derby	8.8	
CBS-TV News	8.2	7.7
Garry Moore	8.2	
Broadway Open House	8.0	

EFFECTIVE Sept. 4, Crosley Broadcasting Corp.—WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus—will program from 8:30 a.m. to midnight, weekdays. New schedule adds two and one-half hours daily.

Te-Ve

Drawn for TELECASTING by John Ziegler

"He claims he gets better reception from her now!"

NIELSEN INDEX

Audimeter Only To Be Used

TELEVISION index published by the A. C. Nielsen Co., Chicago market research firm, will be based completely on the Audimeter data-gathering technique after Sept. 1, President Arthur Nielsen announced Thursday. Heretofore the TV survey has been compiled by coincidental telephone checks as well as Audimeters.

Mr. Nielsen also said a measurement of the total audience viewing national spot announcements will be "available for the first time in TV history." This special feature will be sold on an optional basis to subscribers, he added.

Collection of TV data from Audimeters alone follows completion of Nielsen's manufacturing program on the new "mailable" Audimeters. The service is being inaugurated also because "the rapid growth of television has created an adequate sample at an earlier date than had been anticipated," Mr. Nielsen said.

Advantages of the new TV index to clients are increased accuracy, faster delivery of reports, separate ratings for each week and new types of information, he said.

COAST RELAY

Sept. 15 Opening Set

MICROWAVE relay system constructed by the Pacific Telephone & Telegraph Co., connecting Los Angeles and San Francisco, will go into operation Sept. 15. Event will be inaugurated by a gala hour show transmitted by the new facilities and put on under the auspices of Los Angeles and San Francisco stations and the telephone company.

This will be the first time a live network program will be viewed on Los Angeles and San Francisco Bay Area television screens.

The relay system will be tried late next year or early 1952 with the transcontinental radio relay system now being extended from Chicago, via Omaha, Denver and Salt Lake City to the Bay Area. This will make possible the connection of Los Angeles with the transcontinental network.

The relay between the two Coast cities consists of eight repeater stations constructed on mountain tops rimming the west side of the inland valleys and terminating at facilities installed on telephone buildings at 434 S. Grand Ave., Los Angeles, and 140 New Montgomery St., San Francisco.

Beginning on Oat Mt. outside of Los Angeles, repeater stations stretch in a chain northward to successive locations on Mt. Tehachapi, Temblar Range, Pyramid Hills, Joaquin Ridge, Panoche Hill, Mt. Oso and Mt. Diablo.

The California system is to be used initially for television and later for both TV and long distance messages. It consists of two channels, one permanently pointed from Los Angeles to San Francisco, the other which can be arranged to feed in either direction.

Peter Prouse Named

TELEVISION AUTHORITY has announced appointment of Peter Prouse, actor and producer, to be its West Coast administrator, effective immediately [TELECASTING, Aug. 7]. Mr. Prouse will be located at TVA Offices, 6331 Hollywood Blvd., Hollywood.

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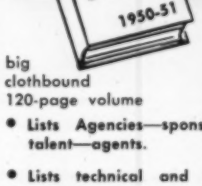

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MONEY BACK IF NOT SATISFIED

film report

CHARLES MICHELSON of **Charles Michelson Inc.**, New York, has returned from Hollywood, where he supervised filming of new open-end five-minute TV film series, *Capsule Mysteries*. Year's supply of 260 shows now in production will be released for local, regional and national sale this month. Films being produced in studios of **United Television Artists.**

Robert A. Dresser, public relations director, Woodbury College, Los Angeles, to **Courneya Productions** (film producers) same city, in same capacity. . . . **Bridgmatic**, new, completely self-contained automatic film developing machine, being manufactured by **S. O. S. Cinema Supply Corp.**, New York. Cost said within reach of small producers.

Alexander Film Co., Colorado Springs, has completed live and animated film for following advertisers: **Culligan Zeolite Co.**, Northbrook, Ill., six 46 second and five 20 spots. Agency: **Fredrick, Franz & McCowan**, Chicago. **Elgin National Watch Co.**, Elgin, Ill., 13 one-minute spots. Agency: **J. Walter Thompson**, New York. **Gruen Watch Co.**, Time Hill, Cincinnati, 48 spots. Agency: **Stockton, West & Burkhart Inc.**, Cincinnati. **Hamilton Watch Co.**, Lancaster, Pa., three 46 second spots, and **Pure Pak Council**, Detroit, 13 spots. Agency: **Fred Randall Inc.**, Detroit.

AT&T RELAYS
Net Talks Continue

LITTLE PROGRESS was reported from the first week's meeting of TV network representatives with AT&T executives to work out allocation of Bell System intercity facilities for transmission of TV programs for final quarter of 1950. Expectation is that full daily sessions will continue through August.

Impending opening of the phone company's new radio relay between New York and Chicago about Sept. 1 will remove what was previously the major point of dispute by providing four full-time west bound TV channels—one for each TV network—and three east bound channels. But Bell System expansion westward from Chicago, south from Richmond and in the Ohio-Indiana-Kentucky area has opened up new lines where facilities must be shared. Requirements of all TV networks also have increased.

Committee's functions are advisory. Actual responsibility of making the allocations belongs to AT&T which naturally welcomes network assistance as this relieves telephone officials from making arbitrary allocations.

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NLRB ELECTIONS
SAG Files Petition

THREE SEPARATE National Labor Relations Board elections were requested by Screen Actors Guild in petitions filed Aug. 4 at Los Angeles NLRB offices to protect motion picture actors in what SAG terms "attempted jurisdictional raid by Television Authority."

Elections would determine whether groups involved wish SAG to continue as their bargaining representative. Groups to be asked to vote at different times include actors employed by members of the Assn. of Motion Picture Producers, Society of Independent Motion Picture Producers and Independent Motion Picture Producers Assn.

Anticipating the possibility of delay of elections by TVA, NLRB Examiner George Yeager has asked David Zisking, TVA attorney, to state the union's position in writing immediately. Without delay NLRB elections could be held within four to six weeks. If TVA does intervene, NLRB will hold formal hearings to decide what constitutes an appropriate bargaining unit for motion picture actors and elegibility requirements for voting in the election.

Represented at the preliminary hearing were AMPP, SMPP, IMPPA, Walt Disney Studio, SAG, and Screen Extras Guild. TVA sent no representative.

GM-Erwin Talks

GENERAL MILLS, Minneapolis, was still conducting contract negotiations with Mr. and Mrs. Stuart Erwin in California late Thursday. Screen star and his wife are expected to enact situation comedy roles on a new GM ABC-TV network show. Time has been contracted for, and calls for telecast on Saturday, 6 to 7 p.m. CST, from Oct. 21 [BROADCASTING, Aug. 7].

SLASH
FILM PRODUCTION COSTS
with the Fairchild PIC-SYNC* Tape Recorder

**Pic-Sync means "in sync" with picture camera regardless of tape stretch.*

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You *eliminate* these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once . . . check it . . . erase the track . . . retake the sound *before the talent, the set and crew are disbanded.*

TELEVISION SAFETY SOUND TRACK RECORDING

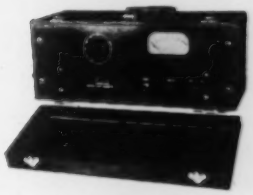
CBS-TV saves $24.00 per hour by making safety sound tracks of television recordings with the Fairchild PIC-SYNC Tape Recorder.

Now Use 1/4" Tape For All Original Sound Tracks

Fairchild's development of the PIC-SYNC feature makes possible the use of 1/4" tape. Sprocket driven magnetic tape is costly.

- **1/4" tape costs 80% less than 16 mm magnetic tape.**
- **1/4" tape requires 50% less storage space.**
- **1/4" tape is easier to handle.**
- **1/4" tape assures more intimate contact with the heads.**
- **1/4" tape has more uniform coating—less amplitude flutter.**
- **1/4" tape eliminates roughness of tone caused by sprocket drive.**

Now! . . . Synchronous Recording With Your Present Tape Recorder and the FAIRCHILD CONTROL TRACK GENERATOR.



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Breakaway Chassis for Accessibility		✓
Automatic Lap Dissolve and Fade		✓
Single-Unit Sync Generator		✓
Single Jiffy Connectors		
White Peak Limiter		
Fingertip Controls		
Adequate Cooling		
Panhandle Focus		✓

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Respects

(Continued from page 40)

Navy, but when he left this service to join RCA he became "Joe Civilian," making a career for himself in the business world.

To his new associates his demeanor has been a great surprise. They expected an Admiral with a ramrod for a back, an uncompromising order-giver with a cold unapproachable front. They have discovered a genial, quiet, fatherly man with a quick sense of humor and a warm smile that lights up a characteristically grave face, when intent on business. A former navy shipmate sums up in one remark the real personality, "Buck was our Paymaster—but he was a Paymaster with a heart of gold."

The future Rear Admiral was born June 4, 1895, not as might be imagined with the sound of the surf in his ears, but in inland Oska-loosa, Kan. He was graduated from Kansas State College of Agriculture and Applied Science in 1913 with a Bachelor of Science degree in Electrical Engineering. In 1916 he received his Master of Science from the same college. That he joined the Navy was a sheer accident.

With war clouds of the first world conflict gathering on the horizon Walter Buck applied for a commission in both the Army and the Navy. The Army came through first and was prepared to offer him a commission pending the result of a physical examination. However, the physical had to be postponed because of an injured hand. While waiting for the hand to heal, the Navy commission came through. He accepted the latter and went to Washington to become a paymaster.

Is Commissioned

Commissioned an ensign, he served as supply officer on the *U. S. S. Canandaigua*, a merchant ship converted to a mine layer. At the end of the war, the *Canandaigua* was cited as one of four ships which had laid the most mines in northern waters.

In the peacetime Navy, Lieutenant Buck received tours of duty taking him a good part of the way around the world. In 1922 he went back to school for two years of study at the Harvard Graduate School of Business Administration. This was followed by shore duty at the Philadelphia Navy Yard, after which he became paymaster on the famous *U. S. S. Marblehead*.

While on this tour, he managed the *Marblehead's* baseball team, which won the Atlantic Fleet cruiser championship. In 1930, as supply officer on the *U. S. S. Wright*, he managed that ship's baseball team which won the U. S. Fleet championship for two years in succession.

Promoted again, Lieutenant Commander Buck was retained as a Navy instructor at the Army In-

IT'S an auspicious occasion for Hy Steed (center), general manager of WLAV-AM-TV-FM Grand Rapids, Mich., as he receives an award for outstanding civic and community service in the furniture city. Mr. Steed recently celebrated his 10th anniversary with the Versluis radio-TV outlets and his 28th year in the radio industry. Looking on as the WLAV executive receives the "Henry Voet Trophy" from William Voet (r), brother of the late founder, is Jack Scheppers, president of the Lions Club. Mr. Steed is a member of the Lions, "Dunkers Club of America," Better Business Bureau and Chamber of Commerce publicity and entertainment committees, and has been active in other organizations.

dustrial College in Washington, after enrollment there as a student officer. His demonstrated ability to teach as well as to command took him to Philadelphia as executive officer of the Supply Corps Training School.

Walter Buck's able discharge of his ever increasing duties and responsibilities earned him promotions in World War II that carried him from the rank of Commander to that of Rear Admiral. He served as force supply officer on the staff of Vice Admiral Arthur L. Bristol, U. S. N., Commander, Support Force, Atlantic Fleet, and later with the Office of Procurement and Material in Washington. In 1945 he was named director of the Navy Material Redistribution and Disposal Administration and then chief of the Property Disposition Branch, Material Division, Office of the Assistant Secretary of the Navy. A year later he was named Paymaster General and chief of the Bureau of Supplies and Accounts. For his services in World War II, he received the Legion of Merit with Gold Star.

Admiral Buck assumes his new position with RCA at a time when the RCA Victor Division is carrying out a program which is expected to bring the division new production and sales records. Even with this huge job, Walter Buck can count on a number of factors in his favor. For one, he was with the division before as operating vice president. With the late J. G. Wilson, executive vice president, and under the supervision of Frank M. Folsom, RCA president, he assisted in no small measure in the preparation of the expansion program. Also in his favor, he has two strong right arms in J. B. Elliot and L. W. Teagarden, vice presidents in charge of consumer products and technical products, respectively.

He has, in his own estimation, a supporting organization of high enthusiasm and team spirit in the men and women at RCA Victor. Spirit unsurpassed in his experience, he says, since the days when he managed the U. S. Fleet championship baseball teams. Admiral Buck gives full credit for the building of such *esprit de corps* to Frank Folsom and Joe Wilson.

Admiral Buck also is a staunch supporter of the primary importance of producing a quality product, and he has let it be known to his organization that he intends to follow this policy at all costs. As supply officer and chief of the Bureau of Supplies and Accounts for the Navy, he gained first hand knowledge of the value of dependable, quality equipment.

Walter Buck is a modest man who lives a quiet life with his wife, Mildred, in an apartment in the Philadelphia suburbs. His thinking is in terms of the present and future and his conversation rarely hearkens to his distinguished career in the past. He has two sons who are strongly Navy-minded. Walter J., 26, is a lieutenant j.g. in the Supply Corps, a specialty of his own choosing. John A., 22, is a midshipman, first class, at the U. S. Naval Academy.

Admiral Buck is an avid music lover, his taste running to symphonies and the semi-classics. He dabbles in color photography and occasionally plays golf. He is a member of the Army-Navy Club of Washington, the Army-Navy Country Club, and the New York Yacht Club—but as a seafaring man, he has yet to sail aboard a yacht.

Richards Sued

SUIT for $5,000 has been filed in Los Angeles Superior Court against G. A. (Dick) Richards, chief owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, by portrait painter Nicholas Volpe. Complaint charges the stations owner April 16 commissioned Mr. Volpe to paint his portrait and after delivery last June has refused payment. Mrs. Richards also is included as a defendant. Complaint was prepared and filed by attorneys Max M. Gilford and Robert A. Mendelson on July 20.

WDUK, WTIK

Merger Is Approved

SECOND station merger in Durham, N. C.—that of WDUK and WTIK there — approved by FCC last week. Outlets will combine under WDUK facilities (1 kw day, 500 w night on 1310 kc) while relinquishing WTIK assignment (730 kc, 1 kw day) [BROADCASTING, July 10].

FCC last year approved the merger of WHHT and WSSB Durham under WSSB facilities [BROADCASTING, Nov. 21, 1949].

The license of WDUK will be assigned to Durham Broadcasting Enterprises Inc., a new firm owned 50% by the present licensee of WTIK and 50% by Harmon and Virginia Duncan, identified with ownership and operation of WDUK. WTIK is owned 85% by Floyd Fletcher. Messrs. Duncan and Fletcher will become co-managers of the new operation, to continue under the WTIK call but using the WDUK plant.

WDUK's ABC affiliation will be retained and WTIK's Tobacco Network affiliation will be transferred to the new outlet.

According to the merger plan, the Duncans and the present WTIK licensee each will put $15,000 into Durham Broadcasting Enterprises, which will pay WDUK Inc. $28,000 for the WDUK properties. The Duncans, about 27.5% owners of WDUK Inc., are to buy the remaining interests of eight other stockholders for $21,720 prior to consummation of the merger.

KCBS TRANSMITTER

CBS Bay Outlet To 50 kw

CONSTRUCTION of a new 50 kw transmitter of the latest design has been started in San Francisco by CBS. Arthur Hull Hayes, CBS vice president and general manager of KCBS San Francisco, said the new facilities would be completed about Jan. 1, 1951.

His statement followed FCC authorization for KCBS to increase power to 50 kw on the same frequency (740 kc) and to transfer its site from San Jose to San Francisco [BROADCASTING, July 31]. The new transmitter will be located on the north shore of San Francisco Bay near Novato. The present transmitter at Alviso, Calif., will be abandoned.

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XUM

KCBQ Defense Offer

OFFER of KCBQ San Diego facilities and personnel to the city of San Diego, in organization of civilian defense in the naval base city, has been given by Charles E. Salik, president of the station. In a letter to Mayor Harley E. Knox, Mr. Salik stated that the station is now installing a 1000 cycle tone device to be used when programs are interrupted for important bulletins. He further proposed that station install a program line from the master control to the mayor's office to enable Mayor Knox to be on the air within minutes of any disaster or emergency. Station would use six long tones from 1000 cycle signal to announce direct messages from the mayor's office.

RADIO TRAINING

Reservoir Is Good—VA

AMERICA has a fairly good-sized reservoir of vetreans trained under the GI bill in radio, television and other electrical and communications skills and trades essential in wartime, the Veterans Administration asserted last Monday.

A VA survey indicates that about 13% of college-level students—or over 100,000—were studying engineering, with preferences for engineering, electrical (including radio and television) and mechanical courses in that order. Survey covered only veterans actually in classrooms and at training benches. Radio and other communications courses ranked second with veterans training below college level, showing 11% or about 89,000 enrolled in such courses as radio and television mechanics, aircraft radio, telegraph and telephone maintenance, etc.

In addition to this reservoir of veterans trained in occupations directly related to war and defense, the bulk of all GI bill enrollees have trained for jobs which would be useful to the nation in mobilizing its resources for emergency needs, the VA added.

'COMBAT' RADIO

Pentagon Newsmen File First Korean Reports

FIRST REPORTS of Korean combat activity from the Defense Dept.'s two roving officer reporters—Major Wes McPheron (USA) and Ensign Jack Siegel (USN)—flowed into the Pentagon's radio-TV branch for use on a number of network shows.

The eye-witness accounts and interviews are part of the exchange program initiated by the Defense Dept. and the major networks on Korean and Tokyo coverage [BROADCASTING, July 17]. The two reporters are representing all military services.

Full text of Major McPheron's first report from Tokyo, based on an interview with an infantry officer, were carried on the Defense Dept.'s *Time for Defense* July 25 and *Air Force Hour* that week on ABC and MBS, respectively. Additionally, NBC's Earl Godwin and other news commentators aired portions of the tape recording.

Ensign Siegel's eye-witness account of activities from a patrol bomber over the Red Sea also was carried on the department's two network shows. Both reporters are expected to contribute regularly to the series.

Activity on the Pentagon's radio-television front also has been spurred on other fronts. The Signal Corps had installed a two-way circuit (Tokyo-San Francisco-Washington) in the Pentagon for use by all accredited combat military reporters.

Newsreel Clearance

In another move the Defense Dept. expedited clearance of all newsreel footage for use by commercial firms and on television stations [TELECASTING, Aug. 7]. Procedure of "de-classification" is accelerated at the source, thus giving West Coast and Midwest TV stations service as speedy as those accorded East Coast outlets.

Pentagon radio-TV officials also revealed plans to install permanent conduits for cable attachments used by remote crews of major TV networks. When installed, network crews will be able to sidle their cable up to a master board outside the Pentagon (rather than through windows), plug in and carry shows from studios already set up for radio-TV reporters.

NBC and ABC thus far have been prime users of the space. NBC is conducting a daily 11:15 a. m. program recapitulating briefing sessions on the Korean war. NBC-TV telecast similar programs from 5:15-30 p.m. daily. NBC's Robert McCormick, WWDC Washington's Les Higbie and others have originated newscasts at the Pentagon.

MANY hours probably were spent untangling this story as tape-recorded recently by Major McPheron on a mission over Korea for the Dept. of Defense's *Time for Defense* series. The take-up reel on his machine blacked out during a plane dive, and he had to break the tape and let it out to the floor of the cockpit. Major McPheron is one of two Pentagon radio reporters on the Korean front representing all military services.

WASH. DEFENSE

Gov. Reactivates Council

GOV. ARTHUR B. LANGLIE of Washington has reactivated the State Defense Council which before and during World War II operated a statewide Victory Network for civilian defense and morale purposes. Tom Olsen, president and general manager of KGY Olympia, has been named to the new council.

In answer to questions from BROADCASTING, Trevor Evans, vice president of Pacific National Advertising Agency, Seattle, director of the Washington State Defense Council through most of 1942-43, said in the event of another emergency, radio stations certainly would be called on for service. Principal value of radio, Mr. Evans believes, is to quell panic. Television can be useful in this regard too, he asserted, and is the most effective medium for demonstrating such defense techniques as fire-fighting.

Describing the services of the Victory Network during World War II, Mr. Evans pointed out that its purposes were largely morale-building and informational. Special programs were fed to virtually every station in the state via MBS lines, he said. In addition, the State Defense Council provided the stations with spot announcements and other materials for local use.

FCC Employes Board

EMPLOYE Representative Board, set up by FCC two years ago on an experimental basis, has been established by the Commission on a regular basis. Duty of the board is to "participate fully in the development of recommendations to the Commission concerning personnel policies and practices." FCC employes now on the board include: James B. Lowell, W. H. Hunter Jr., J. D. Bond, Earl J. Lombard, L. E. DeLaFleur, Thomas L. Heron, Arthur A. Gladstone, Asher H. Ende. Mrs. Anne B. Richmond and Andrew R. Johnson.

VOICE SCHEDULE

Vietnamese Desk Added

THE VOICE of America yesterday (Sunday) added a 25th language — Vietnamese — to its current broadcast schedule, which now includes six languages and one dialect beamed to the Far East. The State Dept. also announced that the language desk will be headed by Elmer Newton, chief of the Voice of America's Far East section and former American consul in China.

A new daily 15-minute Vietnamese program includes news and features about the U. S., and is aired 6-6:15 a.m. EDT daily. Programs are carried by five shortwave transmitters in the U. S. and relayed by two shortwave transmitters at the American relay base in Honolulu, T. H., as well as three shortwave and one medium wave transmitter at Manila, according to Foy D. Kohler, chief, International Broadcasting Division, which operates the Voice.

Radio Jamaica

NEW shortwave transmitter, operating on 4.95 mc under the auspices of Radio Jamaica, has replaced the former ZQI transmitter which recently went off the air after 10 years service. Additionally, a second mediumwave transmitter is expected to go into operation on 880 kc. Jamaican government itself plans shortly to open 100 communal listening stations "throughout the island," and is now conducting tests to determine most popular type of programming. Broadcasting service, formerly government-operated, is now conducted by Jamaica Broadcasting Co., and will consist largely of commercially-sponsored programs now being introduced on the island for the first time. Company is under direction of John Grinan.

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

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★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

REGULAR WEEK JULY 2-8, 1950 NIELSEN-RATING

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK		(Average For All Programs)	(5.4)
1	3	Walter Winchell (ABC)	12.4
2	26	Dr. Christian (CBS)	10.1
3	10	Mr. Keen (CBS)	10.1
4	15	Richard Diamond (NBC)	9.6
5	12	Crime Photographer (CBS)	9.5
6	16	Big Story (NBC)	8.6
7	11	Mr. Chameleon (CBS)	8.5
8	14	Mystery Theatre (CBS)	7.5
9	21	Mr. District Attorney (NBC)	7.3
10	8	Horace Heidt Show (CBS)	7.2
EVENING, MULTI-WEEKLY		(Average For All Programs)	(2.8)
1	3	Lone Ranger (ABC)	6.0
2	8	One Man's Family (NBC)	4.7
3	9	News of the World (NBC)	4.5
WEEKDAY		(Average For All Programs)	(4.2)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	7.6
2	3	Ma Perkins (CBS)	7.0
3	2	Romance of Helen Trent (CBS)	6.3
4	16	Backstage Wife (CBS)	6.3
5	9	Wendy Warren (CBS)	6.1
6	11	Right to Happiness (NBC)	6.1
7	15	Road of Life (NBC)	6.1
8	6	Pepper Young's Family (NBC)	6.0
9	4	Our Gal, Sunday (CBS)	6.0
10	8	Aunt Jenny (CBS)	5.9
DAY, SUNDAY		(Average For All Programs)	(2.6)
1	2	True Detective Mysteries (MBS)	6.1
2	1	Shadow (MBS)	5.6
3	3	Martin Kane, Private Eye (MBS)	5.2
DAY, SATURDAY		(Average For All Programs)	(4.9)
1	2	Armstrong Theatre (CBS)	8.7
2	3	Stars Over Hollywood (CBS)	8.6
3	1	Grand Central Station (CBS)	8.5

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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STANDBY POWER

Chicago Stations Queried

STANDARD band radio stations within 100 miles of Chicago are being surveyed by the Greater Chicago Air Defense Filter Center to learn whether their transmitters are equipped with standby generators or other independent sources of electrical power enabling them to operate in any war emergency.

Purpose of the survey, according to Budd Gore, director of the filter center, is to determine whether radio may serve effectively as "the second line of communicative defense for civilians" in the event the telephone system and sources of electrical power ever were blacked out.

"Radio may be the answer," Mr. Gore said. "We have learned that nearly every citizen has access to an automobile radio receiving set. These sets can operate independently of any utility power system as long as the automobile batteries hold out."

If stations are equipped with standby generators, he noted, "radio communication can be carried on under extremely difficult situations, and defense instructions can be broadcast when they are needed most."

The questionnaires sent by the filter center seek data on location of studios and transmitters; name, address and telephone numbers of station general managers; and provision for independent source of power. Information also will be sought on number of FM stations, amateur radio operators, and directory of automobiles, taxicabs equipped with two-way radio telephones and trucks operating in the area.

Mr. Gore pointed out that while studios of radio stations generally are concentrated in metropolitan centers, their transmitters are well dispersed, with many of them located in relatively isolated rural spots. Broadcasting can be done directly from transmitters if necessary, he observed.

The filter center will be equipped to receive all types of radio signals, Mr. Gore stated. While no plans have been evolved yet to establish either standard or shortwave broadcasting equipment in the center, arrangements are being made for it to have access to both private and military facilities, he added.

Information received from individual stations will be kept "confidential," but survey results will be revealed, according to Mr. Gore, who is retail division advertising manager for Marshall Field & Co., Chicago department store.

UCLA WORKSHOP

KMGM (FM) Cooperates

U. of California at Los Angeles from Aug. 7 conducted four day Summer Radio Workshop with cooperation of KMGM (FM) Los Angeles which offered facilities as public service.

Diversified program was offered taking in all phases of radio field. Workshop was under the supervision of Kenneth McGowan, head, Theatre Arts Dept., UCLA and Dr. Walter Kingson, head, UCLA radio division. Instructors from the university radio staff included Arthur B. Friedman, David Sievers, Richard Tumin.

Fall Injures Hood

AN UNUSUAL accident that left W. P. (Bill) Hood, KFDX Wichita Falls, Tex., with a broken back and a slight head concussion on Aug. 3 was contributed indirectly to the Texas flood a fortnight ago. Mr. Hood had worked through Wednesday night and was at the station part of Thursday without sleep. He had been assisting a detail in the evacuation of flood refugees. When he retired early Thursday night in a restless sleep a bed slat gave way and Mr. Hood rolled to the floor.

TEN & TWENTY CLUB

NBC Initiates 44 Members

NBC CHICAGO initiated 44 members into the Ten and Twenty Year Club last week at a reception in Medinah Country Club, a feature of the Athletic Assn.'s annual all-day outing.

I. E. Showerman, NBC Chicago vice president and manager of WMAQ and WNBQ (TV), presented certificates and pins to 31 company employes who have been with the firm 20 years, and 13 to those with 10 years of service. Persons included those who qualified in 1949 and 1950.

Twenty-year members — Ed Cerny, Isabelle Cooney, Ralph Davis, Marvin Eichorst, Gene Hoge, John Martin, Rudi Neubauer, Jean Balun, Ed Bernheim, Ralph Brooks, William Cole, Adele Crawford, Ed Cunningham, Arthur Elkins, Edward Holm, Dorothy Horton, Robert Kendall, William Kephart, W. T. Knight, Walter Lanterman, Ray Limberg, William Meyer, Vern Mills, Paul Moore, Al Otto, Ruth Pashley, William Rosee, Richard Wehrheim, John Whalley, S. C. Williams and Tom Horan.

Ten-year initiates—John Keys, Morgan Perron, Laura Skidmore, Helen Carey, Henry Cooke, George Diefenderfer, Kay James McCord, Neil Murphy, Sallie Recht, David Squires, James Wehrheim, Clint Youle and Emerson Squires.

There are 108 NBC Chicagoans who have been with the company 10 and 20 years.

RALPH YOUNG

WHO Correspondent Dies

FUNERAL services were held in Washington, D. C., last Monday for Ralph E. Young 55, news correspondent for Central Broadcasting Co., licensee of WHO Des Moines and WOC-TV Davenport, Iowa, who died Aug. 4 at Mount Alto Hospital in the nation's capital.

Mr. Young, Washington correspondent for 27 dailies in three states before an illness two years ago forced him to give up active coverage, had been ill for several years. He was a member of the Radio Correspondents Assn., the National Press Club and the Press Club Post of the American Legion. He is survived by his widow, Mrs. Betty J. Young.

KCBS NEWS SHOWS

Programming Is Expanded

KCBS San Francisco has expanded its news operation to a 24 hour basis. The station is now monitoring Pacific airwaves around the clock, seven days a week and feeding 35 news programs weekly to the CBS network.

To carry the expanded operation, six new engineers and newsmen have been added to the staff. New personnel in news room are Leon Dorais, formerly with Armed Forces Radio and more recently freelance writer in New York; Carl F. Randall, reporter on the *San Francisco Chronicle;* and Harold Fiss, Warner Bros. Broadcasting. New engineers are Francis Harr, formerly of KLX Oakland; Walter Mills, teacher of radio and electronics for the San Francisco Unified school district; and Charles T. Anson, previously of KFRC San Francisco.

Other network stations in San Francisco also are expanding operations as result of the Pacific war. KGO (ABC) has added one news writer, Ronald D. Johnson Jr., formerly with WCAU Philadelphia; KNBC has hired two new men, Ray Johnson, journalism instructor at U. of Oregon, and Al Berglund, previously with UP, Chicago; and KFRC (Mutual-Don-Lee) has named Bill Nietfeld, chief of Mutual transpacific news bureau, as the first step in its expanded coverage of the "pocket" war.

Static and Snow

(Continued from page 40)

multi-college alumni will cross over at half time from the davenport on the east side of the living room to the reclining rocker on the west side. If the band plays both alma maters in succession, he'll have to do some fast footwork.

* * * * *

After venting its indignation in several rounds, the sales department bounced back to the ridiculous Kaltenborn snipe at commercial radio, to the tune of "Maryland, My Maryland":

I humbly bow my head and mourn, Kaltenborn, Oh Kaltenborn.
I've sold myself; I am suborn, Kaltenborn, Oh Kaltenborn.
The dough I made I went and paid, a high-grade gent took every cent.
All I have left is taunt and scorn, Kaltenborn, Oh Kaltenborn.

APRA Awards

COMMITTEE of nine to serve as judges in the American Public Relations Assn.'s 1950 awards competition for outstanding achievement in public relations, has been announced by Paul H. Bolton, vice president of the National Assn. of Wholesalers, Washington, and awards committee chairman. Howard Bonham, vice president for public relations, American Red Cross, will be chairman of the judges committee. Categories to be covered by the awards include: Industry (manufacturing), marketing and distribution, retailing, labor, trade associations, transportation, agriculture, graphic arts, communications, banking, finance and insurance, church, social, community services, government (federal, state or local).

CHNS
HALIFAX NOVA SCOTIA
THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

'RED' ENTERTAINERS

Legion Urges Protests to Sponsors

A CURRENT American Legion publication detailing "trends and developments on the Communist conspiracy" is urging readers to send protests to radio and television sponsors rather than stations and advertising agencies handling the sponsor's product or service.

The summary calls on readers to organize a letter-writing group of "six to 10 relatives and friends" to phone, telegraph, or write to radio-TV advertisers employing entertainers with known Communist-front records. The booklet quotes a number of magazine sources from which names of "unsuitable and inappropriate fellow travelers" can be obtained.

"There are an estimated two to three fully qualified and throughly loyal Americans presently unemployed ready to step into every job vacated by a Stalinist writer, actor, or entertainer," the article claims.

The American Legion tells readers to "make no charges or claims" in their protests, but merely to state they buy the products or services advertised, enjoy the programs and disapprove the entertainers.

"You pay for the show by buying their products and you have the right without necessity of any explanation for objecting to any entertainer just as you have the right to hoot a ham off the stage," the Legion points out. "Radio sponsors are responsible for the talent their agencies hire—it is their responsibility to remove objectionable entertainers."

Responsible agencies are carefully checking the backgrounds of all people connected with radio-video shows, the Legion reports, but "several others" have refused on grounds they have "no way of looking into a man's head to see if he is loyal." Some advertisers already have warned their agencies against use of such entertainers, it adds.

Article's Text

The article continues:

When you turn on your radio or television set, you in effect admit a guest into your homes. It is your prerogative to switch off the set and to cease buying the products of people who offend you by insinuating objectionable people into your homes. The customer is always right and 150 million patriotic Americans are the ultimate consumers upon whom the entire radio and TV industry is built. Use your power to cut off several million dollars a year of Communist income derived indirectly from your pockets by highly paid entertainers and writers who in turn make large contributions to Communist causes and fronts.

Don't let the sponsor pass the buck back to you by demanding "proof" of Communist fronting by some character about whom you have complained. You don't have to prove anything. You simply do not like so-and-so on their programs and will stop buying their products and listening to their shows until he or she is removed.

RADIO GALLERY

Senate Rejects Pay Boosts

EFFORT by Senate Majority Leader Scott W. Lucas (D-Ill.) to pave the way for basic pay increases for Senate Radio Gallery Superintendent D. Harold McGrath and his assistants failed in the Senate Aug. 4.

Sen. Lucas' move came during Senate consideration of the omnibus appropriations bill. The proposal was rejected on a point of order. The Lucas amendment would have set the superintendent's basic annual salary at $4,680. Level now is $4,020. Assistant superintendents who now receive a basic salary of $2,580 each would be first assistant and second assistant to receive $3,000 and $2,800 respectively. A third assistant, now being paid $2,100, would have his basic salary hiked to $2,520. Sen. Lucas said his amendment would have brought the salaries "exactly in line" with increases already approved by the House for House Radio Gallery employes.

Not included in basic salaries quoted are certain pay adjustments voted by Congress from time to time.

JENKINS AGENCY

Minneapolis Firm Formed

FORMATION of the Ray C. Jenkins Advertising Agency Inc., with offices at Suite 1240, Builders Exchange, Minneapolis, has been announced by Ray C. Jenkins who will serve as president of the new organization.

Mr. Jenkins

Mr. Jenkins, who has been associated with advertising agencies, radio stations and newspapers in the Midwest, also announced he would be assisted by the following personnel: Adele D. Jenkins, secretary and director; Harold Anderson, vice president and director; Robert C. Danielson, executive vice president; Pat Madden, radio director; William H. Glaefke, production manager, and Barbara Larkin, office manager.

FIRST place in Red Top Brewing Co. promotion contest among stations carrying its *Lonesome Gal* won by WCMS Charleston, W. Va. Runners-up were WSOC Charlotte, N. C., and WSAC Huntington, W. Va.

WSAB UNIT FORMS

Legislative Liaison

PARTLY as an outgrowth of the recent action of the Seattle School Board in awarding exclusive contracts for broadcasting rights to high school athletic events, the Washington State Assn. of Broadcasters has established a Legislative Committee, it was learned last week. The new committee, under the chairmanship of Tom Olsen, president and general manager of KGY Olympia, held its first meeting July 31 in Seattle.

While the committee will be active in representing the broadcasters' interests during the next session of the Washington State Legislature, scheduled for January 1951, it was reported its principal concern at the present time is the "freedom of the press" issue cited by WSAB members in connection with school athletic events in Seattle and throughout the state.

In addition to Mr. Olsen, members of the new committee are Bruce Bartley, owner of KBRO Bremerton and WSAB attorney; Fred Chitty, general manager of KVAN Vancouver and president of the association; J. Elroy McCaw, president of KELA Centralia-Chehalis; and H. J. Quilliam, president of KTBI Tacoma.

IRONTON OUTLET

Coston-Tompkins Bid Dropped

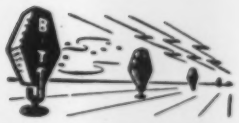
APPLICATION of Coston-Tompkins Broadcasting Co. for a new AM station at Ironton, Ohio, on 1230 kc with 100 w fulltime has been dismissed by FCC at request of the applicant. Partner James Coston informed the Commission no good site for the station could be found there.

The Coston-Tompkins application had ben designated for hearing by the Commission with the competitive bid of Glacus G. Merrill, who seeks 250 w fulltime on 1230 kc at Ironton [BROADCASTING, June 5]. Mr. Merrill's bid was removed from the hearing docket.

FCC earlier had said that among the issues for the hearing it wished to determine "the purposes of the individual partners of Coston-Tompkins Broadcasting Co. in the prosecution of its . . . application and to obtain full information concerning the efforts of one or both of the said partners to dispose of his or their interest in the said application."

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
114 Local Accounts
26 Regional and National Accts.
2781 Pieces of Mail for May '50
News — Accent on LOCAL
Music — Sports — Special Events
WTTN WATERTOWN, WISCONSIN

Milestones



► KMA Shenandoah, Iowa, ABC affiliate, celebrated its 25th birthday Aug. 12, at 11:15 p.m. in a special ABC network broadcast. Featured on the 15 minute program was an interview with Mrs. Earl E. May, widow of the founder of KMA, by Edward May, her son and president of the station.

► Walter Haase, station manager of WDRC Hartford, Conn., observed his 26th anniversary with the station in July. Russ Naughton, chief announcer, marked his eighth anniversary with the station this month. Eleanor Nickerson, secretary to Franklin M. Doolittle, president of WDRC, is observing her 14th anniversary with the CBS outlet during August. Bertha Porter, music librarian at WDRC, observed her fifth anniversary with the station during July.

► *Let's Pretend*, reportedly oldest continuous dramatic children's series on CBS, will celebrate its 20th anniversary Saturday (Aug. 19).

► WMAR-TV Baltimore is celebrating the run of its quiz show *How Well Do You Know Baltimore?* for 132 consecutive weeks of continuous sponsorship by Consolidated Gas & Electric Co.

►Jack McElroy, host of ABC's *Welcome to Hollywood* and singer-announcer of the network's *Bride and Groom*, celebrated his 20th anniversary in radio Aug. 1.

► With station break, "Your 820 station is 28 years old today," WFAA Dallas marked its anniversary, June 26.

► Twenty-five years of service as transmitter engineer for WOR New York have been celebrated by Seth (Sy) Gamblin. A gold watch inscribed to "Seth Gamblin, in appreciation of 25 years of outstanding service to WOR, 1925-1950," was presented him by J. R. Poppele, WOR vice president and chief engineer.

► KTAR Phoenix, Ariz., marked 20 years as an NBC affiliate June 8 with a special half-hour broadcast. Jennings Pierce, then manager of station relations and public affairs, NBC Western Division, presented a plaque to Richard O. Lewis, KTAR president and general manager.

► WTWN St. Johnsbury, Vt., celebrated its first aniversary July 9. Management and staff played host to over 700 visitors on an inspection tour of the studios.

► WDGY Minneapolis' *Red Rooster Hour* will begin its second year with an hour floor show from The Schuneman River Room Restaurant Aug. 17. Program is 1950 winner of the NRDGA convention's grand award.

► John Shelton is celebrating 13 years as a salesman in the Chicago office of WOR New York.

►Jerry Devine, director-producer of ABC's *This Is Your FBI*, has celebrated his 15th year in radio.

SCAAA Election

RAYMOND B. GAGE, president and treasurer C. B. Juneau Inc., was named president of Southern California Advertising Agencies Assn. at meeting held fortnight ago. Other officers elected include: Willard G. Gregory, Willard G. Gregory & Co., first vice president; Norton W. Mogge, president and account executive, Mogge-Privett Inc., second vice president; Larry Pendleton, Larry Pendleton & Assoc., secretary-treasurer. Directors named were: William G. Scholts, Scholts Adv.; Henry Welsh, Welsh-Hollander Adv.; Ralph Yambert, Ralph Yambert Organization; Lee Ringer, Lee Ringer Adv.; Martin R. Klitten, Martin R. Klitten Co. Inc.

Mr. Gage

STUDENT WORKSHOP

KGW Sponsors Classes

RADIO workshop for children, to train some of America's younger generation in the finer points of radio arts, has been launched by KGW Portland, Ore., in cooperation with the city's public schools.

One hundred and twenty-five fifth, sixth and seventh graders have been screened by their teachers so that they may receive maximum benefits from the workshop. Co-directors of the six-week summer project are Evelyn Lampman, KGW's educational director, and Homer Welch, KGW program manager.

Classes in acting, sound and script writing are given each week. When the classes are through, the young actors mastering their lessons become eligible to take an active part in radio on KGW's *Great Moments of History* which is piped into Portland classrooms during the school year.

Announcing

1950 BROADCASTING MARKETBOOK

Out Today!

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SUBSCRIPTIONS ENTERED NOW AND FOR A LIMITED TIME WILL INCLUDE 1950 MARKETBOOK

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☐ Please enter a BROADCASTING subscription for the undersigned to include Marketbook, Map and 1951 Yearbook.

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Company .....

Street .....

City ..... Zone ..... State .....

August 4 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

Lebanon, Ore.—CP new AM station 1400 kc 250 w unl. AMENDED to request 930 kc 1 kw D.

License for CP

License for CP new AM station: WATC Gaylord, Mich.; KJBC Midland, Tex.; WSTA Charlotte Amalie, V. I.; KENA Mena, Ark.

TENDERED FOR FILING

AM—580 kc

KOPR Butte, Mont.—CP AM station to change from 550 kc 1 kw unl. to 580 kc 5 kw-D 1 kw-N DA-N.

August 7 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

KJAY Topeka, Kan.—CP AM station to change from 1440 kc 5 kw-D 1 kw-N. DA to 5 kw unl. DA.

AM—650 kc

KRCO Prineville, Ore.—CP AM station to change from 690 kc 1 kw D to 650 kc 1 kw unl.

AM—990 kc

United Bcstg. Co. Inc., Richmond, Va.—CP new AM station 740 kc 1 kw D AMENDED to request 990 kc.

Modification of CP

WWBZ Vineland, N. J.—Mod. CP AM station to change frequency etc. for extension of completion date.

WGRC Louisville, Ky.—Same.

Mod. CP new FM station for extension of completion date: WHO-FM Des Moines; WRFD-FM Worthington, Ohio.

License for CP

WHLD-FM Niagara Falls, N. Y.—License for CP new FM station.

License Renewal

WNAD-FM Norman, Okla.—Request for license renewal noncommercial FM station.

TENDERED FOR FILING

AM—1330 kc

WEDR Birmingham, Ala.—CP AM station to change from 1220 kc 1 kw D to 1330 kc 1 kw-D 500 w-N DA-N and change studio location to be determined Fairfield, Ala.

TV—198-204 mc

WPIX (TV) New York—Commercial TV station to change from 18.5 kw vis. 9.25 kw aur. to 3.6 kw-vis 2.5 kw-aur.

Modification of CP

WLWT Cincinnati—Mod. CP new commercial TV station for extension of completion date.

August 8 Decisions . . .

BY COMMISSIONER WALKER

KPAB and Allen K. Tish, Laredo, Tex.—Granted petition of FCC General Counsel insofar as it applies to Docket 9543 (in matter of revocation of license of KPAB), and record in this proceeding was reopened to permit taking of additional evidence relating to present employment of Mark Perkins, his present connection with station KPAB, and to such other matters as may be relevant thereto; further hearing to be held at offices of Commission in Washington on a date to be specified in subsequent order. Granted request of Allen K. Tish to dismiss application for consent to transfer control of Laredo Bcstg. Co., licensee of KPAB.

BY THE SECRETARY

WHIP Nr. Mooresville, N. C.—Granted license new AM station; 1350 kc 1 kw D.

WRAD Radford, Va.—Granted license new AM station; 1340 kc 250 w unl.

WKBI St. Marys, Pa.—Granted license new AM station; 1400 kc 250 w unl., and specify studio location.

WZOB Fort Payne, Ala.—Granted license for new AM station; 1250 kc 1 kw D.

WPBB Jackson, Ala.—Granted license new AM station; 1290 kc 1 kw D.

WNAE-FM Warren, Pa.—Granted license change FM station; freq. (92.1 mc) Ch. 221; 550 w ant. 140 ft.

WVBT So. Bristol Township, N. Y.—Granted license to cover changes in existing FM station for operation on 95.1 mc.

WHCU Ithaca, N. Y.—Granted license covering aux. trans.

WKY Oklahoma City, Okla.—Granted license install new trans.

KA-3414 Nichols & Warinner Inc., Long Beach, Calif.—Granted mod. license KA-3414 to change freqs. in remote pickups to 26.15, 26.25, and 26.34 mc.

Antietam Bcstg. Corp., Hagerstown, Md.—Granted CP and license for new remote pickup KA-4166; freq. 26.47 mc; power ¼ watt.

Antietam Bcstg. Corp., Hagerstown, Md.—Granted CP and license KA-6344 for remote pickup; freq. 153.35 mc; 20 w.

WAPO Chattanooga, Tenn.—Granted CP to install new trans.

KVOL Lafayette, La.—Granted mod. CP to change type of trans.; cond.

Following granted extension of completion dates as shown: WHAM-TV Rochester, N. Y. to 2-4-51; WNAC-TV Boston to 3-1-51; WWLH New Orleans to 3-16-51; KWFM San Diego to 8-30-50; KSTP-TV St. Paul to 3-16-51; WRBI Blue Island, Ill. to 12-1-50; WHP-FM Harrisburg, Pa., to 2-26-51; WTBO-FM Cumberland, Md. to 3-1-51; KMAR Bakersfield, Calif. to 10-10-50; WSBT South Bend to 11-16-50 (cond.); KSTT Davenport, Ia. to 2-23-51 (cond.); KGEM Boise, Ida. to 12-15-50 (cond.); WNEW New York to 2-14-51 (cond.); WSGW Saginaw, Mich. to 10-15-50; WFMD Frederick, Md. to 10-15-50 (cond.); KUOM-FM Minneapolis to 2-23-51; WINR-FM Binghamton, N. Y. to 12-4-50; KSBR San Bruno, Calif. to 2-15-51; KXEL-FM Waterloo, Ia. to 11-22-50; KWKH-FM Shreveport, La. to 10-15-50; KFGQ-FM Boone, Ia. to 11-15-50; KFEL-FM Denver to 11-15-50; KWBW-FM Hutchinson, Kan. to 3-1-50; KA-5129 Angel Ramos, San Juan to 11-15-50.

KLVL Pasadena, Tex.—Granted license new AM station and change in studio location; 1480 kc 1 kw D.

KLIC Monroe, La.—Granted license new AM station; 1230 kc 250 w unl.

KMOD Radio Modesto Inc., Modesto, Calif.—Granted license for new AM station; 1360 kc 1 kw unl. DA-N.

KDON Palm Beach, Calif.—Granted license increase in power to 5 kw install new trans. and make changes in ground system; 1460 kc unl. DA.

WBZA Boston, Mass.—Granted license install new trans. and change in studio location; condition.

KCSU Provo, Utah—Granted license change in freq. to 1400 kc 250 w unl.

WHBS Huntsville, Ala.—Granted mod. license to change studio location.

KNEA Jonesboro, Ark.—Granted mod. CP for approval of ant. and trans.

KVMA Magnolia, Ark.—Granted mod. license to change studio location.

KPOC Pocahontas, Ark.—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

WOPA Oak Park, Ill.—Granted mod. CP to change type of trans. and make changes in ant.

WHLB Virginia, Minn.—Granted CP to install new trans.

WVET Rochester, N. Y.—Granted CP to install an aux trans. at present site of main trans., to be operated on 1280 kc 250 w DA-N.

WRFD Worthington, Ohio—Granted CP to replace expired CP which authorized install. of FM ant. on AM tower.

WMAJ State College, Pa.—Granted CP to make changes in ant. by top loading existing vertical radiator.

WILK Wilkes-Barre, Pa.—Granted mod. of CP to change type of trans. Cond.

WMSC Columbia, S. C.—Granted mod. license to change name to Marseco Bcstg. Corp.

WLAT Conway, S. C.—Granted CP to make changes in ant. and change trans. and studio locations.

WSVA Harrisonburg, Va.—Granted mod. CP to change type trans. Cond.

KG2XCW Philco Corp., Area Philadelphia—Granted CP new exp. TV station KG2XCW.

WDEL-TV Wilmington, Del.—Granted license change in designation of trans. location.

King Bcstg. Co., Area Seattle, Wash.—Granted CP and license for exp. TV relay KA-7378.

Phoenix Television Inc., Area Phoenix, Ariz.—Granted CP for new exp. TV station KA-7379.

WSAZ Inc., Portsmouth, Ky.—Granted mod. CP to increase power in exp. TV relay KQB-78 to 3 w. and to change trans. and ant.

WSAZ Inc., Portsmouth, Ky.—Granted mod. CP to decrease power in exp. TV relay to 3 w. and to change trans. and ant.

KANW Albuquerque, N. M.—Granted license for new noncommercial educational FM station; Ch. 206 (89.1 mc) 350 w; ant. 55 ft.

Multiplex Development Corp., New York, N. Y.—Granted license for new developmental Bcstg. station KE2XKH.

WABA Aguadilla, P. R.—Granted mod. CP for extension of completion date for a period of 6 mos. from Aug. 2. Cond.

WJW Cleveland—Granted CP to make changes in existing remote pickup KA-4741 to change freq. to 152.93 mc; power to 20 w. Emission to F3 and change eqpt.

Nichols & Warinner Inc., Long Beach, Calif.—Granted mod. license KA-3412 to change freq. to 26.15, 26.25, 26.35 mc.

Josh L. Horne, Rocky Mount, N. C.—Granted CP for a new remote pickup KA-7345.

Center Bcstg. Co. Inc., Center, Tex.—Granted CP and license for new remote pickup KA-7346.

Lake Erie Bcstg. Co., Sandusky, Ohio—Granted CP for a new remote pickup KA-4243.

College of The Pacific, Stockton, Calif.—Granted CP for new remote pickup KA-7347.

KRLD Radio Corp., Dallas, Tex.—Granted CP for new remote pickup KKD-697.

Pleasant Valley Radio Co., Coalinga, Calif.—Granted CP for new remote pickup KA-7348.

Bcstg. Corp. of America, Riverside, Calif.—Granted CP for new remote pickup KA-7349.

Roxboro Bcstg. Co., Roxboro, N. C.—Granted CP for new remote pickup KA-7350.

Wharton County Bcstg. Co. Inc., El Campo, Tex.—Granted CP for new remote pickup KA-7351.

Wharton County Bcstg. Co. Inc., El Campo, Tex.—Same KA-7352.

College of the Pacific, Stockton, Calif.—Granted license change existing remote pickup KA-2879.

WDXB Chattanooga, Tenn.—Granted license change in vertical ant.

The Macomb Bcstg. Co., Macomb, Ill.—Granted license for new remote pickup KA-5275.

CBS Inc., New York, N. Y.—Granted license new remote pickup KEA-884.

Macon Bcstg. Co., Macon, Ga.—Granted license for new remote pickup KA-6285.

CBS New York, N. Y. and Area of Minneapolis—Granted licenses for new remote pickups KA-4017, KA-3894.

Radiohio Inc., Columbus, Ohio—Cancelled license and deleted remote pickups KA-5555-6.

Southwestern Sales Corp., Tulsa, Okla.—Cancelled license and deleted remote pickup KA-5568.

The Sun Pub. Co. Inc., Jackson, Tenn.—Cancelled license and deleted remote pickup KA-5569.

NBC Denver, Colo.—Cancelled license and deleted remote pickup KA-4684.

WPJM West Bend, Wis.—Granted mod. CP for approval of ant., trans. and studio locations, and for changes in transmitting eqpt.

KAFY Bakersfield, Calif.—Granted mod. CP for extension of completion date to 8-31-50; cond.

Robert F. Neathery, West Plains, Mo.—Granted CP and license for new remote pickup KA-7322.

Robert F. Neathery, West Plains, Mo.—Same KA-7321.

Joe L. Smith, Jr. Inc., Beckley, W. Va.—Same KA-7320.

Northeast Iowa Radio Corp., Oelwein, Ia.—Granted CP for new remote pickup KA-7319.

Valley Bcstg. Co., Pomona, Calif.—Same KA-7318.

Southern Minn. Bcstg. Co., Area Rochester, Minn.—Granted CP and license for new remote pickup KA-7317.

Guy Gannett Bcstg. Services, Portland, Me.—Granted mod. license KA-3037 to change freqs to 26.19, 26.29

(Continued on page 72)

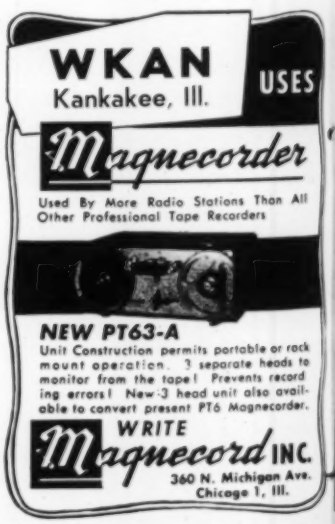
FCC actions

AUGUST 4 TO AUGUST 10

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

REMOTE for $59.00
Entirely new—the Gates SA - 134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use.
A quality product through and through and priced low because of mass production. Stock availability.
THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.


WKAN
Kankakee, Ill.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders
NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
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A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
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GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
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Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
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ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
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New Rochelle 6-1620

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KDAL PROMOTION

Produces Safety Film

PROMOTING its highway safety campaign, KDAL Duluth, Minn., has turned to producing for local distribution a sound-slide film entitled "Dynamite on the Highway," showing realistic closeups of actual automobile accidents.

The feature is narrated by Judge Richard M. Funck of Duluth Municipal Court who tells in detail how minor infractions of the traffic laws caused each serious accident. Judge Funck is introduced by KDAL News Editor Bill Krueger who gives a short safety editorial in the lead-off slide. The inclusion of a KDAL microphone in the photos ties in the sound and incidental promotion of the station.

The film's wind-up again shows Mr. Krueger at the mike ringing down the curtain with his familiar sign off, "Until News Makes More News . . . This is Bill Krueger" and the added words "With the sincere hope that the accident news we report will not include you!" The film runs 14 minutes and was produced in conjunction with the Duluth Chamber of Commerce safety committee, which handles scheduling. KDAL reported copies of the film and sound platter have been requested by and made for local educational groups, industrial safety directors and safety groups of other KDAL area towns.

WXGI Richmond, Va., admitted to Piedmont Network, Va.

5000

EL PASO IS THE SOUTHWEST'S BIGGEST CITY

New census figures show that El Paso's population is 130,003 in the city limits. The figure for El Paso County is 197,909 . . . El Paso's metropolitan trading area has a population in excess of 325,000. And KROD is one of the best mediums for reaching the largest number of these potential buyers.

WATTS

KROD

Key Station

SOUTHWEST NETWORK

600 - Top o' the Dial

RODERICK BROADCASTING CO.

Dorrance D. Roderick, President

Val Lawrence, Vice-Pres. and Gen. Mgr.

Represented Nationally by

THE TAYLOR COMPANY

REACH THIS MARKET THROUGH YOUR SOUTHWESTERN SALESMAN

LOCAL SHOWS SELL

Seattle AFRA Surveys Agency-Station View

WHILE the local live talent show has sales effectiveness, it is retarded in stations' use because of syndicated packages which are better produced and offered at a lower cost.

This is the preliminary conclusion reached in the April-May survey conducted by the Seattle American Federation of Radio Artists released to BROADCASTING and mailed to its local members. Findings also were to be reported to the national AFRA convention in Chicago last week (see story page 34).

Survey covered 33 executives from 21 Seattle advertising agencies and 27 administrative, program and sales personnel in Seattle radio stations. Bob Hurd, KOMO Seattle producer, was chairman of the AFRA committee conducting the study.

Superiority in selling was chalked up by the local talent program over that of the electrical transcription syndicated show. However, many agency and station personnel underlined the better quality of the ET program over the local talent show. That the low production cost of the ET package is hurting the locally produced program was attested by 24% of agency personnel and 40% of station personnel.

A majority of both groups agreed that the news program is the most effective from a sales viewpoint. Out of a possible 160 points, news received 74, audience participation shows 40, commentators 47 and music 37. As proof of successful performance, 29 of the agency executives look to sales results, nine to ratings, 15 to mail counts, and one cited the personal taste of sponsor or agency member. Opinion of station personnel on successful performance was similar with a 3-1 ratio looking to sales results over ratings.

All executives and personnel questioned stated local Seattle artists could produce quality shows, but 21 out of 33 said promotion can be a deciding factor for success or failure.

Reasons, other than price, why sponsors may be reluctant to buy programs as compared with spots, was given by 70% of agency men as spots are more flexible, giving more coverage for the same money; 27% found advertisers not sold on the general value of programs or not given the right program to fit their needs.

Of station executives responding on the spot vs. program question, 76% consider spots more flexible with 16% holding radio as a medium not yet sold to advertisers.

TRANSIT SURVEY

St. Louis Riders Favor TR

ALMOST three out of four riders favor radio in busses and streetcars, according to a measurement of transit riders' opinions about Transit Radio in the St. Louis area. The survey was prepared for the *St. Louis Post-Dispatch* by St. Louis U.'s bureau of business and economic research from May 1-6.

The study shows that 74.9% of the riders are for radio in busses and streetcars; 15% are against it and the remaining 10.1% are neither for nor against. In all, 24,605 persons were interviewed.

Taken by age groups, riders 50 years of age and older were 54.4% for, 31.0% against and 14.6% neither. Those from 35 to 49 years were 69.5% for, 17.6% against and 12.9% neither. In the 25 to 34-year bracket, 83% were for, 8.5% against and 8.5% neither. Those from 15 to 24 years of age were 90.8% for, 4.2% against, and 5% neither. Youngest group, those under 15, were 92.7% for, 3.5% against, and 3.8% neither.

KNBC San Francisco public affairs program *World Affairs Are Your Affairs*, extended to full NBC Pacific Coast network.

CKNW Tops Survey

SURVEY of listening habits in Fraser Valley, an area within 35 miles of its own location, has been announced by CKNW New Westminster, B. C., covering total population of 64,800. Survey gives complete statistics on number of queries and reveals CKNW as favorite station of over 60% of population, according to Penn McLeod & Assoc. Ltd., Toronto, which prepared a "Radio Audience Report" for the station. The interviews, covering the Lower Fraser Valley, were made by telephone in the areas of Langley Prairie, Survey, Maple Ridge and Port Coquitlam, with CKNW drawing down listening percentages of 52.2%, 63.3%, 67.0% and 38.5% respectively.

SHREVEPORT CASE

NLRB Orders Election

ELECTIONS to determine whether certain technical employes at four Shreveport, La., network stations should be represented by the International Brotherhood of Electrical Workers (AFL) were ordered last Thursday by the National Labor Relations Board. Stations involved are KTBS (NBC affiliate), KRMD (ABC), KENT (Mutual), and KWKH (CBS).

KTBS took no stand on control board operators, which IBEW sought to have included in the unit but felt that if they were, for bargaining purposes, then announcers and newsmen also should be considered a part of the group. Latter have as many interests in common with transmitter engineers as do control board operators. KTBS was understood to have contended before the board, which ruled in favor of IBEW.

KENT felt that combination announcer-control board operators should be included in its technical group; IBEW maintained they should be excluded. KRMD, however, objected to inclusion of the combination board operators for its technical group, contending they are not technical employes. NLRB ruled the unit should include combination operators at both stations.

KWKH argued that announcers and control board operators should not be represented in the same unit and that the chief announcer should be included as a supervisor. IBEW left it up to the board to determine whether they should be in separate units but indicated its willingness to represent both.

In its decision, NLRB pointed to its previous ruling which held that where a station's announcers also perform control board functions, for which no separate group is set up, the combination operators belong in a single group with transmitter engineers. "In so holding, we have not been unmindful of the fact that control board operations do not involve the same degree of technical skill required of transmitter engineers," the board added.

INDEPENDENT OPERATION VS. NETWORK OPERATION

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

programs promotion premiums

PARK PROMOTION ● ● ●

KLZ Denver completed successful promotion at Lakeside Amusement Park when 10,000 persons reportedly attended station's annual picnic. KLZ stars presented three special shows with dancing to park's visiting band and reduced rates on rides featured.

TEEN TIME ● ● ●

WRBL Columbus, Ga., helped Teen Tavern, teen-agers club in that city, celebrate its sixth anniversary by airing *Jukebox Jamboree* and *Hi-Times* shows in Saturday morning format spotlighting teen-age activities in Columbus. Shows are sponsored by Kirven's Department Store and Nehi Corp., respectively. Store furnished birthday cake and Nehi sent flowers and soft drinks to party held in WRBL auditorium for city's youth.

DINNER GONG ● ● ●

KMTV (TV) Omaha sends trade small metal triangle resembling dinner gong mounted on larger cardboard triangle. Cardboard is map showing station's coverage and inviting readers to "STRIKE the right note in the Omaha market" with KMTV.

BUGGY-RIDE ● ● ●

WBEN Buffalo. Joe Wesp, station's *Ironic Reporter* since 1930, aired nightly shows from western N. Y. communities while taking 10-day trip around state in old fashioned two-seater buggy. Trip was written up for *Buffalo Evening News*. Driver and one horse accompanied Mr. Wesp.

GOOD GOLFING ● ● ●

WSJS Winston-Salem, N.C., presents WSJS trophy yearly to winner of Forsyth County Amateur Golf Championship. Trophy must be won three consecutive times for permanent possession. Gold medal also given winner by WSJS.

VARIETY SHOW ● ● ●

WDSU-TV New Orleans, *Shoppers Revue*, D. H. Holmes Co., department store, Mon.-Fri., 2-3 p.m. Audience participation show will take air Sept. 18, produced by Robert J. Enders Adv. Inc., Washington. Originations will be in auditorium-studio of WDSU, featuring top local performers. Games, contests, and "Armchair shopping" segment are to be parts of regular format. Tickets to be distributed at Holmes store. Scripting supervised by Bob Howard.

POST CARD ● ● ●

WJNC Jacksonville, N.C., sending post card with picture of Camp Lejeune Base Hospital to trade. Hand writing on back tells reader of station's listening audience in informal style. Card points out that county is noted for both hospital and WJNC, quotes listenership statistics and invites reader to find "proof of the pudding."

★ ★ ★ ★ ★ ★ ★

KFAB FACTS ● ● ●

KFAB Omaha, Neb., releases to trade its brochure containing market data, listening survey results and population figures. Held together with brads, information is attractively given on different colored pages featuring numerous reprints of stories concerning talent and sponsor promotion. Cartoons and maps add appeal to presentation, to which more material will be added in coming year by station's statistical department.

★ ★ ★ ★ ★ ★ ★

KOREAN MAP ● ● ●

WSGN Birmingham, Ala., and KTOK Oklahoma City, offering maps of Korea to listeners for following war news. Stations claim hundreds of requests have been received.

TV EDUCATION ● ● ●

KDYL-TV Salt Lake City carried special educational programs from U. of Utah in connection with Audio-Visual Education Week at school. Local distributors installed sets for student viewing. Educators from Rocky Mountain area gathered for special study of educational TV.

CHILD SPEAKS ● ● ●

KRIC Beaumont, Tex., *A Child Speaks*, five minute newscast. Eleven-year-old Jimmy Glanville as newscaster, sponsored by local bakery. Jimmy comments on news as he sees it. Station bills him as "Texas' Youngest Newscaster."

RAIN & RADAR ● ● ●

WJBC Bloomington, Ill., *Radar Reports*, daily 6:30, 7:30 a.m., 12:30 6 and 10 p.m. Broadcasts direct from Radar Rain Observation Station at El Paso, Ind., operated by Ill. State Water Survey. Rain formations within 100 mile radius of Bloomington can be seen and their direction and force accurately predicted. Regular programs give summary of weather conditions on WJBC with programs interrupted to forecast impending storms.

MISS N.Y. ● ● ●

WKBW Buffalo, N.Y., and Buffalo Jr. Chamber of Commerce co-sponsored N.Y. state pageant to select Miss New York for Miss America contest at Atlantic City. Station and C. of C. arranged parade with floats, bands, marching units and finalists to march down Buffalo streets. Area competitions have been held throughout state under direction of WKBW.

COUNTY FAIR ● ● ●

WCUE Akron, Ohio, offered news coverage from recent Summit County Fair. Booth equipped with UP teletype set up on fair grounds. Station aired three-hour record program and interviews daily from fair.

FIDDLIN' AROUND ● ● ●

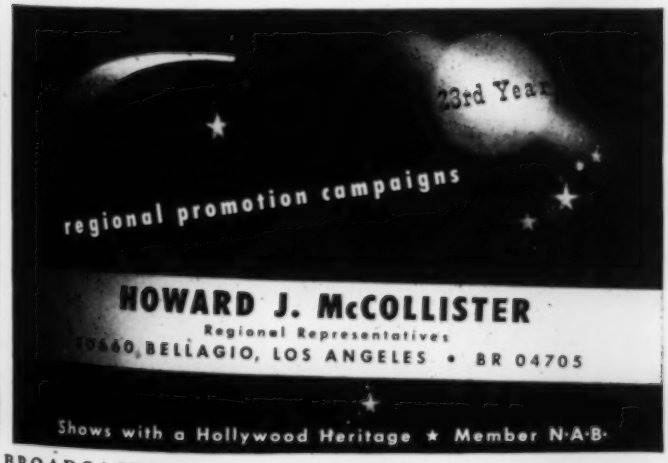
WCOJ Coatesville, Pa., Aug. 5. Station reports more than 20,000 attended 23d annual Old Fiddlers Picnic at Lenape, Pa. Fiddlers and square dance callers ranging in age from 5 to 94 from all over country took part in activities. Tunes handed down from generation to generation were played on jugs, banjos and guitars as well as fiddles.

MOBILE TRANSMITTER ● ●

WCEC Rocky Mount, N. C., acquires mobile transmitter for extended coverage. Specially equipped station wagon with 15 ft. transmitting antenna will be used to cover news events, public meetings and other happenings in area.

WAR NEWS ● ● ●

WCSI(FM) Columbus, Ind., presents daily 6:00 a.m. newscasts over PA system at Camp Atterbury Air Base. Program designed to keep personnel informed on Korean situation. Station installed FM tuner at base.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

LANG-WORTH
FEATURE PROGRAMS
SELL JEWELRY!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Caliber Programs at Local Station Cost

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City
KFRM
for Rural Kansas

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales promotion manager wanted by 5000 watt network affiliate North Dakota. Must be experienced, have knowledge merchandising. Send reference, salary desired, photo first letter. Box 901F, BROADCASTING.

Salesmen

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Salesman, fulltime network 250 watt affiliate, 3 kw FM Texas Gulf Coast; must be thoroughly experienced, aggressive and trustworthy. Guarantee and 15% first 90 days. Must have car—gasoline allowance. Give education, age, reference, photo and army status. Box 963F, BROADCASTING.

Experienced salesman with car. Should be familiar with small market selling. 15% commission against draw. WOAP, Owosso, Mich.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Announcer. Reliable, experienced combination man with accent on announcing. Opportunity soon at successful Central New York network affiliate. Up-stater preferred. Permanent position for right man. Good starting salary plus increases over two-year spread. Some talent opportunities. Must have pleasing voice and personality. Capable of handling news and show. Congenial working and living conditions. Live audition preferred but disc will do. Personal interview plus character and work references required as clincher. Give details in first letter. Box 11G, BROADCASTING.

Carolina Mutual station has opening for combination man with or without experience. Box 29G, BROADCASTING.

Experienced announcer-engineer with good voice who'll become permanent part of friendly north Florida community. Ideal climate-beautiful ocean beach. Should be mature management material. Start $240 monthly plus talent plus commission if you can sell. Box 31G, BROADCASTING.

All-round announcer wanted, news, DJ, must know pop and light classical music for two to three hour show. Large eastern independent station. Box 71G, BROADCASTING.

Network station in southeast needs married, sober, combination man. Write qualifications, salary expected. Box 79G, BROADCASTING.

Experienced announcer-engineer for south central network station. Send audition disc, resume of experience and salary requirements. Box 82G, BROADCASTING.

Two versatile announcers wanted. Minimum three years experience. Independent station, start $250.00 per month. Average work week 35 hours. Tell all first letter, send audition disc. Also copywriter; woman preferred. Snapshot, full details, salary required first letter. KOLE, P. O. Box 1126, Port Arthur, Texas.

Experienced announcer for top ranking network affiliate to fill immediate vacancy. Details, picture, audition, disc. WFDF, Flint, Michigan.

Immediate opening for combination man with first class ticket. Good opportunity for right man. Contact WJAT, Swainsboro, Georgia.

Help Wanted (Cont'd)

Play-by-play sportscaster, thoroughly experienced in all phases of broadcasting. Give complete record, personal data and disc with application. Send special delivery air mail to WMIX and WMIX-FM, Mt. Vernon, Illinois.

Announcer, experienced. Send disc and photo or appear for audition. WOHI, East Liverpool, Ohio.

Draft has created opening for staff announcer. Must have thorough knowledge of sports and be able to handle play-by-play. Prefer family man who likes small town atmosphere. Write Program Director, Radio Station WSDR, Sterling, Illinois.

Experienced staff announcer. Must be strong on baseball, football, basketball play-by-play. Tell all in first letter. Send disc of play-by-play, sports news, disc jockey and commercials. State salary. WTPR, Paris, Tennessee.

Experienced announcer-engineer for 250 watt network affiliate. Immediate opening. Send disc, photo. Write WWNS, Statesboro, Ga.

Technical

Opening available in midwest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 78G, BROADCASTING.

Combination engineer-announcer. Immediate opening. Contact Chief Engineer, WALB, Albany, Georgia.

Immediate opening engineer - announcer; first class ticket, WVOS, Liberty, N. Y.

Production-Programming, others

Must be able to write sales presentations, do trade ad layouts and copy, plus some publicity and newspaper contacting. Large midwest market. Girl preferred. Box 86G, BROADCASTING.

Television

Technical

TV technician wanted: Experienced with RCA equipment to head operating crew. Must be able to repair troubles quickly. Salary dependent on qualifications. Box 18G, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

College community sought by successful small market manager 35, degree, family, 12 years broadcasting. Box 657F, BROADCASTING.

Can you top this? Took lowest station in market, tripled billing, cut expenses one third. Veteran, young, college graduate with proven radio experience. Desire tough market with opportunity to buy half interest and take over management. Box 937F, BROADCASTING.

Manager (with investment): Thoroughly experienced manager, definitely sales minded, seeks permanency with investment up to $20,000.00 in established, reputable station. Not attempting to buy a job but interested in nominal salary and profit-sharing where experience, ability and hard work will pay off. Ten years radio management, ten years newspaper before that. Good references. Box 980F, BROADCASTING.

Manager-program director. To make money in radio, run a good radio station. Experience in all phases of radio from 250 watt to network qualifies me to run a good station. Production and public relations a specialty. College, mature, married. Box 24G, BROADCASTING.

Situations Wanted (Cont'd)

Manager. Eighteen years experience. Midwest or west only. Box 28G, BROADCASTING.

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Draft exempt. Box 37G, BROADCASTING.

Commercial manager! Years of successful past. Looking for golden opportunity in large station in midwest only. What is more, I can sweat it out cause I'm presently employed. Understand, will accept only after complete correspondence, plus personal interview. Available in fall. Whatcha got in mind. Box 54G, BROADCASTING.

Experienced manager who can announce, sell, write and program seeks employment in small or medium market where versatility can be used to keep expenses at minimum with maximum productivity. Presently employed as manager. Good record. Family man, no drifter. Good management, sales and program production at minimum expense. Box 67G, BROADCASTING.

Experienced radio manager and commercial available. Salary secondary to chance for permanent position with progressive station. Excellent references. Family. Ten years background includes every phase of radio from cleaning up the joint to successful management. Available now. Box 74G, BROADCASTING.

Manager, of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for networks. Manager, announcer, director, writer for local stations. Television writing and directing. Never fired from a position. Would consider program directorship if opportunities and salary are right. Robert D. Williams, 1842 N. Lorraine, Wichita, Kansas.

Salesmen

Sales only! Ten years. Kind, efficient, considerate. Wish to better my present position. 33 years old. Box 39G, BROADCASTING.

Experienced sales manager entering radio. Former administrator, high school teacher. Planning marriage. Salary and commission. Box 48G, BROADCASTING.

Young married man, 3 years radio sales, draft status—vet—disabled (does not affect selling). Prefer Carolinas, Va., but will accept right proposition any place. References. Ready to go to work now. Box 75G, BROADCASTING.

Ten years program and sales experience. 38. Now selling 5 kw in metropolitan market. Want commercial manager opportunity smaller community. Midwest. Box 84G, BROADCASTING.

Sales—commercial manager. Experienced hard-hitting salesman, no high pressure. Good references, 38, prefer east. Box 47G, BROADCASTING.

Announcers

Topflight staff and college basketball, football, AA Southern Association baseball announcer. Excellent recommendations from radio, major league baseball and national advertising execs. Seeking year-round sports and/or staff that pays right. Contact Taylor, Birmingham, Alabama, telephone 66172 or Box 870F, BROADCASTING.

Announcer, former staff 5000 watt NBC affiliate. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 873F, BROADCASTING.

Sportscaster, experienced, employed Michigan. Family man desires play-by-play. Tape, references. Box 899F, BROADCASTING.

Major league baseball announcer. All sports. Staff. College graduate. Married. Box 910F, BROADCASTING.

Thoroughly experienced sportscaster desires football and basketball play-by-play. Available at end of August. Have done college basketball and football over regional network in one of country's leading conferences. Air check available. Highest recommendations. Box 935F, BROADCASTING.

I have a good announcing job, however, would like to make arrangement to broadcast football play-by-play this coming season, free lance. 3 years experience broadcasting, big time, college football. Refreshing broadcasts with truly collegiate atmosphere. Box 947F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 2 years experience with Chicago FM stations. Single, 22, disc available. Box 970F, BROADCASTING.

Announcer: Salesman: 3 years experience announcer-engineer 2 stations, 1 year student salesman, reliable, steady radio minded. References, disc, late picture on request, all correspondence answered. Box 985F, BROADCASTING.

Experienced play-by-play football, basketball, staff. Young, family man. Box 992F, BROADCASTING.

Football play-by-play. Experienced all sports-staff work. College graduate. Box 993F, BROADCASTING.

Announcer with engineer's ticket, 3½ years experience all phases. Staff news, sports, d-jaying, all types, interviews and radio dramatics. Combo man ABC affiliate presently but prefer production and programming, to engineering. Well schooled programming and continuity. References. Car. Box 19G, BROADCASTING.

Announcer-writer. Experienced commercial FM, desires switch to AM. Solid news, commercials, create DJ shows that sell. Disc, photo, details on request. Box 21G, BROADCASTING.

Sports announcer, 3 years experience. Am presently employed. Special experience in football and basketball. Seek year-round sports with larger station. Full experience as staff announcer. Good programming ideas. Single, 26 year old vet. Box 22G, BROADCASTING.

Experienced baseball, football, basketball, boxing. Ideas for daily sports shows that will sell. Married. Want station in sports minded city. Box 23G, BROADCASTING.

Announcer, 23 years, single, 2½ years college, speech, graduate leading announcing school. Newscasting, some sportscasting. Disc and photo on request. Box 26G, BROADCASTING.

FM announcer-writer desires change to AM. Strong news, sports. Excellent commercial man. Veteran. Available two weeks. Disc, photo on request. Box 30G, BROADCASTING.

Experienced news announcer-continuity writer. 5-A draft classification. Presently employed. Will furnish disc, tape, perfect references, picture, samples, etc. Box 32G, BROADCASTING.

Seeking you for first opportunity as announcer, disc jockey, newsman. Experienced radio dramatics, large midwestern station (NBC). College graduate, Negro, age 22, unmarried. Disc and further information available. Box 34G, BROADCASTING.

Announcer, 3 years experience announcing, program, local news, 24 years, draft exempt. Box 38G, BROADCASTING.

Announcer, radio school graduate seeking first job. I excel in news, commercials and sports, but have to be given opportunity to prove it. Salary secondary. Disc, photo and resume on request. Box 42G, BROADCASTING.

Announcer presently employed in major midwestern independent. Extensive experience in all phases of both independent and network operations. Single, reliable, prefer southwest. Top references. Box 43G, BROADCASTING.

Sports announcer. Ten years top reporting, outstanding sportscasts. Sober, aggressive. Box 44G, BROADCASTING.

Young combination man offers dependability, earnestness and capability in return for decent position as combination man or announcer. Graduate of leading combo-school. Presently at Northeast independent. Have announcing, board, transmitter and remote experience. Photo, disc on request. Northeast and southwest preferred. Will visit personally if possible. Minimum salary, $55.00. Box 90G, BROADCASTING.

Announcer, news, commercial, musical experience, late twenties, draft exempt, available immediately. Box 50G, BROADCASTING.

Combination man, experienced in operation, construction small station. Capable, willing, able. Young, married. Seek progressive station, competent staff, more pay. Box 51G, BROADCASTING.

Situations Wanted (Cont'd)

Schooled by the world's best teacher—Experience! Over 2½ years inciuding announcing, news, farm news, promotion traffic. Interested in programming with announcing in midwest station, namely Iowa, Illinois, Indiana. Am 24, married, child, veteran. Address Box 52G, BROADCASTING.

Announcer, program director, presently employed. 6 years solid experience, 30, married, will travel. Details, photo, disc on request. Box 53G, BROADCASTING.

Experienced announcer, 31, versatile, ambitious, available immediately for permanent position. Larry Pribyl, 212 E. Beloit, Salina, Kansas.

Announcer, single, 25. All-round staff man, specialty ad-lib, familiar with sales, professional background, more than interested in TV. Box 57G, BROADCASTING.

Want a personality who can Hooper in the morning and give news, not merely read it, later in the day? East, midwest. Years experience. Box 60G, BROADCASTING.

Fine sports announcer, love and know all sports thoroughly, job more important than salary, willing to learn, college grad, vet, 25, will travel. Box 63G, BROADCASTING.

All-round announcer, news, DJ, sports, vet, college grad., experienced, 25, will travel, salary secondary to opportunity. Box 64G, BROADCASTING.

Play-by-play sportscaster, 7 years experience. Baseball, basketball, football, boxing. Sports program, staff work. Desire strong sports station. Box 65G, BROADCASTING.

Announcer, young, personable. No hot shot! Loves all phases of radio work. Steady! W. W. II vet, deferred. Desire permanent position anywhere. Disc or tape available. Box 62G, BROADCASTING.

Announcer, presently employed as manager-announcer in small market, seeking opportunity in larger market. Write good copy. Over 3½ years experience as staff announcer, program director, and manager-salesman. Prefer staff announcing with opportunities. Disc, photo, references, record and sample copy on request. West of Mississippi. $65 per week. Box 68G, BROADCASTING.

Sports-minded station! Looking for strong football, basketball play-by-play schedule, sports director or staff? Have background and disc to prove my pitch. Desire permanency, action. Box 70G, BROADCASTING.

Announcer; graduate of radio school. Know RCA board. Salary no object. Was associated with Armed Forces Radio. Versatile. Go anywhere immediately. Night turn acceptable. Box 72G, BROADCASTING.

Announcer - newscaster, experienced news gathering, writing, continuity, married, sober, available immediately, disc available. E. Alcorn, 120 W. 78 St., Kansas City 5, Mo.

Announcer-engineer, first phone. Last 18 months chief announcer net affiliate. Experience with indies, too. Friendly, selling voice. No clown, sober, congenial, conscientious. Familiar with all types record shows and remotes. Capable newscaster. No drifter. State your salary, etc. Single, 30. Frank Berry, 422 Western Ave., Topeka, Kansas.

Announcer, vet, writer, program, top mail pull. Three years experience. Western states please. Earl Bingham, 5030 Hall Road, Santa Rosa, California.

Announcer, hillbilly DJ. Top mail pull. Southern drawl natural. Can sell. Also experience play-by-play. Sales gross $2000 in small market. Present employer has full knowledge of this ad. Write or call Jim Dowdy, 109 S. Kedzie Ave., Chicago. Van Buren 6-6284.

Experienced announcer, versatile, capable, married, child. Travel. References and disc. Available immediately. Leo Maller, 122-41 133rd Ave., S. Ozone Park, N. Y.

Vet, 24, married, desires announcing position, high school grad, radio school, position wanted in NY state or New Jersey. Contact Theodore W. Redfield Jr., 406 St. Nicholas Ave., N. Y. 27, N. Y.

Plenty of radio school training, news, announcing, writing, acting. Excellent voice and diction. Steady, reliable family man, 30. Disc, picture available. Will travel. Ralston Smith, 6502 S. W. Vermont St., Portland 19, Oregon.

Situations Wanted (Cont'd)

Technical

Engineer, 1st phone, wants position with a growing organization. Has car and is no drifter. Box 651F, BROADCASTING.

Engineer, experienced transmitter, remotes, console, maintenance. Married, will travel, have car. Box 737F, BROADCASTING.

Engineer, first phone, 22 years old, sober, married. Some broadcast experience. Box 848F, BROADCASTING.

Engineer, 2½ years, transmitter, remotes, taperecorders, 3 years army radio. Graduate leading radio school. Willing to travel. Box 904F, BROADCASTING.

Chief engineer, 15 years intensive experience all phases AM and FM engineering includes setting up 6 element directionals. Ready for TV. Management minded with excellent personnel relations. References include top broadcast consultants and executives. Box 983F, BROADCASTING.

Chief engineer soon available for construction or installation. Consider remaining as chief if mutually advantageous. Fifteen years continuous experience. Best references. Correspondence invited. Box 2G, BROADCASTING.

Chief engineer, age 30, knows broadcasting from mike to antenna. Service at the following stations. WEIM and WPEN, 1 year each, WHOM, 3 years and nine months, WMCA, 3 months. Available on two weeks notice. Box 17G, BROADCASTING.

Engineer, tech graduate, vet., 6 months experience AM, FM, and associated equipment. Desire permanent position southeastern U. S. Box 36G, BROADCASTING.

Engineer, 1st phone, single, 27, veteran, draft exempt. 2 years experience, transmitter, remotes. Technical school graduate, AM, FM, TV. Travel. Box 58G, BROADCASTING.

Engineer, first phone, single, 26, have car, 18 months transmitter, remotes, recording and studio experience. Will travel. Box 59G, BROADCASTING.

Engineer, first phone, kilowatt AM transmitter experience, seeking radio or television position. Graduate SRT-TV. Single, car, available immediately. Box 61G, BROADCASTING.

1st phone, vet, single, experienced transmitter and remotes, recording, have car, free to travel. Box 66G, BROADCASTING.

First phone license. Single. Desires position in broadcast field. Inexperienced, will travel. Box 69G, BROADCASTING.

Engineer, first phone, now employed, over draft age, accredited radio school graduate, two years experience in AM and FM small station. Desire connection with larger station in midwest. Reliable, conscientious, ambitious. References. Box 77G, BROADCASTING.

Engineer, 23, single, RCA graduate, 7 months AM, FM experience transmitters, studio, remotes, tape recordings. 1st phone, 2nd telegraph, amateur. Conscientious worker. Box 87G, BROADCASTING.

Experienced engineer, transmitter, remotes, console, maintenance, frequency checks. Some announcing. Box 88G, BROADCASTING.

Experienced engineer in AM & FM transmitter and console operation. Young, single, do not smoke or drink. Have car. Eugene Brown, Alden, Iowa.

First phone, married, desires to break in on up-and-coming organization. Arthur Coburn, 90-36 180th St., Jamaica 3, N. Y.

Engineer, experienced trans., control board, remotes, tape at 250 and 1000 w stations. Veteran, will travel. Jack Herman, 338 Lincoln Pl., Brooklyn 17, N. Y.

War veteran, age 28, perfect health, have 1st class license. Want engineering or transmitter maintenance anywhere in Texas. Am servicing radios and television at present. Write George Vertal, Rt. 1, Seagoville, Texas, or phone me at Mesquite, Texas 933W3.

Situations Wanted (Cont'd)

Production-Programming, others

Singer, production, program director, 6 years good general experience from sales to mike servitude. Employed. Box 740F, BROADCASTING.

Newscaster. A reporter, not an announcer. Gather, write, deliver. Newspaper background. Prefer newspaper-affiliated station. Box 894F, BROADCASTING.

Program director, experienced. Excellent references. Desires progressive station or agency that wants a really top man. Available September. $75 minimum. Box 979F, BROADCASTING.

Need experienced dependable traffic girl? Also thorough proven knowledge of popular music and effective promotion experience. Now employed. Box 20G, BROADCASTING.

Program director, six years experience programming, production, announcing, sales, and copy. Married, dependable, excellent references, disc and additional information on request. Box 35G, BROADCASTING.

Record companies top promotion man professional music background. 30, college graduate, presently employed. Box 46G, BROADCASTING.

Attention radio schools! Ten years experience in production, all phases. Now I want to pass my accumulated knowledge on to young aspirants. Have you a place for me on your staff? Box 49G, BROADCASTING.

My copy sings with selling power. Successful DJ at console. Can handle PD job. Send for disc, resume. Box 76G, BROADCASTING.

Continuity writer. Write selling copy. Two years experience. Idea man. Prefer midwest. Available immediately. Box 80G, BROADCASTING.

Fresh appeal, continuity writer, also women's and children's programs, available immediately for midwest. Copy, disc, photo sent upon request. Box 85G, BROADCASTING.

Young, thoroughly experienced radio man with excellent qualifications, desires small market program director's position. Presently doing announcing-production large city. Box 89G, BROADCASTING.

Television

Salesmen

Top sales combination man. Qualified, experienced, three years radio and TV sales. Cameraman, director, boom man. Can handle any production job. Car, references. Box 926F, BROADCASTING ● *TELECASTING*.

For Sale

Stations

Florida daytimer. Only station in attractive, fast-growing resort area. Currently in black on expanding gross. $25,000 cash handles. Box 15G, BROADCASTING.

Wyoming network outlet. Exclusive, profitable, grossing $45,000 annually. Sales price $70,000. Box 16G, BROADCASTING.

For sale. 1 kw Ohio-Pennsylvania station. Will sell 40% at $7,500 to commercial man or engineer. Job available. Journal Publishers, 410 North Ave., Pittsburgh 9, Penna.

Equipment, etc.

Save $4,000. 100 kw diesel generator set, new, driven by 9 cylinder radial air cooled engine. Bargain $6,750 FOB Los Angeles. Also 10 kw new FM transmitter and 8 bay antenna. P.O. Box 987, Riverside, California.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Mr. Licensee. In Reserves? Guard? Thinking of unloading? If your station is small, fulltime, in a possibility market, I might be interested in cash or short-term purchase. Prefer Georgia or nearby and single market. Box 954F, BROADCASTING.

Want profitable AM station in progressive medium or smaller non-television market. Prefer leading national network affiliation. Advise price, terms, earnings-price ratio. Box 27G, BROADCASTING.

Equipment, etc.

250 or 1000 FM transmitter with monitors, coax. Cash if cheap. Particulars. Box 40G, BROADCASTING.

Wanted: Good used 1 kw AM transmitter, frequency, modulation monitors, limiting amplifier, audio, other necessary components for new installation. Give complete details, condition, price in first letter. Box 55G, BROADCASTING.

One used Wincharger 101 tower or sections of same, phase monitor and 1 kw transmitter. State condition and price. Box 81G, BROADCASTING.

Good used 5 kilowatt AM transmitter. Give manufacturer, type number, age and condition, list of spare tubes and price. Box 83G, BROADCASTING.

Radio tower, used, between 300 and 400 feet, guyed or self supporting, must be in good condition, lowest cash price. WBBZ, Ponca City, Oklahoma.

Miscellaneous

Investment. I have a successful recording business and radio school, have finest equipment and studios ready for broadcasting, have excellent frequency and attorney and engineer assurance of no contest for station. need twenty thousand dollars from one or more experienced radio people who will assume active part in station. One thousand watts daytime and one million people in broadcast area. Box 25G, BROADCASTING.

Edward Fridgen, contact John, KWJJ, Portland. Good news.

Charles J. Davis, announcer, formerly of Greenville, South Carolina requested to write Williams & Henry, Attorneys, Greenville, South Carolina. Adoption of daughter involved.

Help Wanted

Salesman

$10,000 JOB OPEN

One of the country's best radio stations is looking for a man to understudy its Vice President in charge of sales and to direct its promotion. Must be under 36, must have outstanding record of selling radio locally and nationally. Must prove ability to sales manage and direct promotion for middlewest property that tops million mark annually and should surpass million and a half in next three years. Starting salary is $10,000 with excellent opportunity for advancement. Send complete details to

BOX 10G, BROADCASTING

Situations Wanted

Managerial

TOP RATED ● disc jockey-newsman in metropolitan market 10 years with thorough knowledge of programming, etc., desires assistant or executive position in programming or management with chance to continue disc or news duties in combination. Interested only in large market. Box 41G, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Announcers

DO YOU HAVE FOOTBALL AND/OR OTHER SPORTS PLAY-BY-PLAY PROBLEMS?
I'd like the opportunity to do a topnotch job for a sports-minded station. I'm offering 11 years AM and TV experience with major metropolitan station, play-by-play ALL sports, including college and major league football, baseball, basketball, hockey. Finest ratings with national network accounts. Present employers forced to cut sports coverage. Box 996F, BROADCASTING.

Technical

EXECUTIVE ENGINEER—Experienced in planning, construction, operation AM, FM, TV studio and transmitting facilities. Manage such project from filing CP to completion. U. S., Central or South America.
Box 73G, BROADCASTING

For Sale

Equipment, etc.

For Sale

One complete General Electric 10,000 watt FM transmitter. This equipment has seen only two years service except for the 250 watt exciter which has been in service three years. Excellent condition. This equipment priced to sell.

BOX 933F,
BROADCASTING

FOR SALE:

Three 300 foot insulated galvanized guyed vertical radiators. Welded sections of solid rounds 20 feet long. Towers never used. Write for details. **BOX 997F, BROADCASTING.**

SPOT Radio Clinic luncheon sponsored by the National Assn. of Radio Station Representatives July 11 at New York's Biltmore Hotel, brought together this group (l to r): (seated) Fred Hague, George P. Hollingbery Co.; John Hoagland, advertising division manager, Campbell Soup Co., guest; Thomas Campbell, The Branham Co.; Robert Alexander, Ward Wheelock Co., guest; T. F. Flanagan, managing director, NARSR; (standing) Powell Ensign, Everett-McKinney Inc.; Robert Summerville, Free & Peters; Mike McGuire, Edward Petry & Co.; Margaret Donado, secretary to Mr. Flanagan; Lewis H. Avery, Avery-Knodel; Thomas White, Avery-Knodel; Charles A. Hammerstein, Paul H. Raymer Co. The luncheon is a monthly event sponsored by NARSR.

SEATTLE'S MOCK BOMBING

Radio-TV Will Play Vital Defense Roles

SEATTLE'S civil defense "mobilization," resulting from a double "atomic bombing" posed as a paper problem by the National Security Resources Board last month, spotlighted the major role radio and television will play as an educating medium and, in the event of actual attack, the crucial responsibility of the aural media in alerting the citizenry.

The defense and recovery sessions, which involved all of the top city officials of Seattle as well as national, state and Northwest city executives, were planned months ago, before the outbreak of Korean hostilities. The city officials began to set up their organization on June 21, and when the NSRB's hypothetical problem arrived on July 10, the Seattle Civil Defense Board, headed by Mayor William F. Devin, started a series of daily meetings.

The following week, for the critique sessions, high officials of the region were joined by more than a score of U. S. representatives, headed by Eric H. Biddle, chairman of the NSRB interagency working group. The planning sessions to meet the mock atomic attack were the second in a series, with Chicago due for a similar "problem" in September.

While all communications plans for actual emergency are contingent on the assumption that radio stations will not be silenced in the event of an attack, radio is expected to be "of primary value" during and after the immediate crisis, BROADCASTING learned from Chief Philip D. Batson, who has been serving as special assistant to the Mayor for civil defense planning, on leave from the Police Department.

Give Alert Signal

Radio would be enlisted immediately in case of enemy attack, to alert both the general public and the civil defense workers, as well as to mobilize such front-line agencies as the Police and Fire Departments. Stations would be expected to issue warnings on contaminated food and water supplies, and to inform the public on dangerous areas of the city and environs.

"Radio would be of primary value in the event of attack," Chief Batson said, "because time would be of the essence." He noted that the possible loss of electric power —knocking out of action all but battery-powered receivers — is a factor to be considered in planning.

In their preliminary discussions, Seattle officials had contemplated television as a major medium of reconnaissance following the hypothetical atomic attack, but the specifications included in the NSRB problem included the statement that KING-TV Seattle, the area's only video outlet, was knocked off the air by the second "bomb."

Defense period "conditioning," plans for which are expected to go forward shortly in view of the conflict in the Far East, would also call for extensive use of radio and television, particularly the latter. TV is to be used, according to current thinking, as a training medium for civil defense workers, and as an instructional technique for the general populace on how to protect their homes.

All local broadcasters were contacted in advance of the exercises, Chief Batson stated, and all pledged full cooperation.

RADIO, newspaper and magazine executives and personnel will be invited to special Press-Radio Luncheon being held Sept. 2 at California State Fair, Sacramento. Expected to attend fair are representatives of radio broadcasting associations in addition to those from other media.

Rocky Mountain Network
250 Watter—$75,000.00

Money making network—newly and beautifully equipped 250 watts priced for immediate sale. Serves rich oil and ranch area. Future prospects for local, regional and national business excellent. Transmitter, studios and sales office housed under one roof which assures low cost in operation. Price $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION AND NEWSPAPER BROKERS

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James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

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Intensive full or part time
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Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

Defense and Sales

(Continued from page 16)

and did not plan to recommend any more stringent controls.

Similar assurance was received from Mr. Steelman and Charles Jackson, his assistant. Mr. Steelman urged NAB to issue defense bulletins to broadcasters. The board promptly took steps to carry out the project, under direction of Robert K. Richards, director of public affairs.

The bulletins will be issued at least three times a month and will keep broadcasters informed on government programs to promote the nation's needs during the emergency. Information from all government agencies will be printed, including details on recruiting programs, anti-inflation campaigns, bond selling and similar activities. Mr. Jackson will supply such information.

Broadcasters Praised

Mr. Steelman asked the NAB board to convey to the nation's broadcasters the government's appreciation of the "magnificent, voluntary effort" by radio and TV stations to halt "stampede buying." He called this a demonstration of what the medium could do to promote national welfare.

Chairman Coy went into a number of phases of the emergency with the board members, including the Disaster Radio Network announced in early August [BROADCASTING, Aug. 7].

Fears of some board members that TV stations might be silenced because of purported radar interference were mostly dispelled in their conferences with federal officials. Only obsolete World War II radar operates on frequencies affected by TV, it was indicated, and the national emergency would have to be desperate for such equipment to be dusted off, it was inferred.

At its opening proceedings Monday the board unanimously adopted a resolution introduced by Frank U. Fletcher, WARL-FM Washington, pledging cooperation with national security efforts. The board implemented the resolution by authorizing Judge Miller to name an all-industry defense committee to counsel with government agencies and to develop methods of expanding radio and TV's voluntary services.

The NAB board voted to place in Judge Miller's hands the matter of selecting time and place for the next meeting. Last June the board had agreed to meet at Sea Island, Ga., in mid-November.

Endorsement of the McFarland Bill (S 1973) was voted by the board, with a few changes suggested (see story page 17).

All board members attended the meeting except James D. Shouse, WLW Cincinnati, who had a prior engagement, and John H. DeWitt, WSM Nashville, who was on his honeymoon.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

McFarland Bill

(Continued from page 17)

impose fines are necessarily subject to the provisions of Sec. 326 of the Communications Act prohibiting the exercise of any powers of censorship. The Commission, accordingly, would not be authorized to issue any order requiring any licensee to cease and desist from the broadcasting of any program or to pay a fine because it broadcast any program not specifically prohibited by statute.

As developed in detail in its statement last winter, chief target of FCC criticism in the McFarland Bill were provisions which all Commissioners except Robert F. Jones felt would hamper the agency's functioning by limiting Commissioners' right to consult with staff members in contested cases.

The majority contended it has a right to get expert advice from staff members who are not involved in the prosecution or investigation of cases on which advice is sought. Mr. Coy emphasized that FCC already has gone further than the Administrative Procedure Act requires with respect to the separation of prosecutory from adjudicatory functions.

Majority's Contentions

Comr. Jones considers these McFarland Bill provisions "highly advantageous," Mr. Coy noted. But, he continued in behalf of the majority:

It cannot be seriously contended that members of the staff having no function of advocacy in contested proceedings would be inclined to color their recommendations or advice or that they would necessarily be predisposed to an unobjective approach to the problems of public interest. . . .

It must be assumed that the evil which it is believed might ensue from permitting the Commission access to such personnel is that the Commissioners cannot be trusted to make their own independent judgment on the matters concerning which they would receive advice and assistance. The assertion of such an evil . . . is a canard upon both the members of the Commission and its staff which has no basis in fact. . . .

Under questioning — which resumes today—Mr. Coy branded as "a lie" reports that FCC's staff influences Commissioners unduly.

In another portion of his testimony Mr. Coy lent credence to reports that the present functional realignment of the staff may not be extended to include the broadcast activities [CLOSED CIRCUIT, July 10].

He said preliminary work is under way "to determine whether [the broadcasting and the field engineering and monitoring] functions should . . . be organized on a functional basis and if so the specific detail of the plan."

Other sections of the McFarland Bill which FCC opposed included:

● Requirements that a hearing be held if any interested party protests grant made without a hearing, and that an applicant be notified and given a chance to reply before his application is set for hearing. (Opposed on grounds that undue delay would result.)

● Requirement that FCC approve transfer applications if the proposed transferee possesses the qualifications required of an original licensee. (FCC said this change from present law, which requires a finding that public interest would be served by the transfer, would permit trafficking in licenses and enable a licensee to violate rules and regulations almost at will, since he could circumvent FCC action by selling to a qualified purchaser.)

● Removal of the present law's "double jeopardy" provisions on anti-trust laws. (Though Comr. George E. Sterling considered the proposed deletion satisfactory and felt it would not rob FCC of its powers, the majority argued that "no steps should be taken casting doubt upon the Commission's authority in this field.")

● Establishment of "deadlines" requiring FCC to explain to Congress if it fails to act on any non-hearing application within three months after it is filed, or, in hearing cases, within six months after the record is closed. (FCC felt the time-table might retard rather than expedite Commission work.)

● Requirement that renewal applications be granted if FCC finds that public interest would be served, instead of the present law's requirement that renewals be governed by the same considerations which affect original grants, plus a proposal that FCC rather than the applicant be required to carry the burden of proof in renewal proceedings. (Comr. Rosel H. Hyde felt the changes adequately protect public interest, but his colleagues feared the result would be to give a licensee a vested right in his frequency so long as he could meet the minimum qualifications.)

NAB's position supporting the McFarland Bill was outlined by General Counsel Don Petty in a statement filed with the committee. He pointed out that the NAB board had approved the measure during their meeting Tuesday, and said that "so far as I know, the entire industry is in favor" of it.

Mr. Petty felt provisions of the McFarland measure would remedy FCC's "past practice of using renewal proceedings to discipline or impose sanctions" against stations; would meet the need "that definite procedures be assured in all Commission proceedings"; would "prevent the recurrence of such an unwarranted interference . . . as occurred under the Avco rule" on transfers; would remove the "double jeopardy" penalty on anti-trust violations, and would provide "desirable amendments concerning revocation of licenses" in addition to authorizing issuance of cease and desist orders.

He suggested, however, that there should be a statute of limitations on revocation actions; that revocation proceedings should be tried in the district court where the station is located; that the bill's provision for revocation based on violation of an international treaty is something new which could put the broadcaster "on the horns of a dilemma," and that there should be a provision assuring oral argument before FCC denies a protest filed under the protest clause of the bill.

On behalf of Television Broadcasters Assn., President J. R. Poppele submitted a letter endorsing the "basic objectives" of the measure and asserting that "the procedures specified [in the bill] satisfactorily meet those objectives with few reservations."

Hobbs Appeals

Rep. Sam Hobbs (D-Ala.) appeared before the committee briefly to urge that his pending bill relating to court appeals (HR-5487) be taken into account in dealing with appellate provisions of the McFarland measure. He expressed confidence that his bill, which would abolish special three-judge district courts and transfer their jurisdiction to federal circuit courts of appeal, would be passed at this session, and asked the committee to delete inconsistent portions of the McFarland proposal. FCC Comr. Hyde meanwhile appeared before a Senate judiciary subcommittee in support of the Hobbs legislation, which is unopposed.

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

RIVERS SUIT

Names Savannah Stations

DAMAGE suit for $242,000 has been filed by E. D. Rivers Jr., licensee of WEAS Decatur, Ga., and permittee of WJIV Savannah, against the Savannah Radio Council. Composed of local stations, the council has been vigorously protesting the WJIV grant before FCC [BROADCASTING, Aug. 7].

Filed Aug. 5 in the Chatham County Superior Court, the suit names as defendents WDAR Inc. (WDAR), Dixie Broadcasting Co. (WCCP), Georgia Broadcasting Co. (WFRP), WSAV Inc. (WSAV) and Savannah Broadcasting Co. (WTOC), all Savannah. Mr. Rivers charged the stations have maliciously conspired to ruin his business and have made "various false charges" in their protest to FCC.

The suit contended the accusations made before FCC by the council caused delay in opening of WJIV which resulted in $25,000 revenue loss and additional expenses of $17,500. The suit asked an additional $200,000 for general and punitive damages.

The Savannah Radio Council, which a fortnight ago filed a new protest with the Commission after FCC dismissed its earlier petition, charged that Mr. Rivers has not operated WEAS in the manner he told FCC he would and hence there was "serious question" as to his qualifications to operate a station in Savannah. Mr. Rivers was granted 1 kw daytime on 900 kc in March for WJIV.

Mr. Rivers explained religious programs make up part of the WEAS programming and have brought "immense popularity." He indicated that when it was known WJIV planned a similar type of public service the other Savannah stations feared the competition.

Shirley Transferred

ROBERT B. SHIRLEY, manager of J. Walter Thompson Co.'s Los Angeles office for the past four years, was transferred to the agency's New York office last week in an executive capacity. James L. Thompson, head of the Rio de Janeiro office, goes to Los Angeles.

July Box Score

STATUS of broadcast station authorizations and applications at FCC as of July 31 follows:

	AM	FM	TV
Total authorized	2,310	725	109
Total on the air	2,160	687	105
Licensed (All on air)	2,127	497	50
Construction permits	183	225	59
Conditional grants		3	
Total applications pending	899	159	399
Requests for new stations	276	17	352
Requests to change existing facilities	237	36	18
Deletion of licensed stations in July	1	2	
Deletion of construction permits	1	5	
Deletion of conditional grants			

FCC Actions

(Continued from page 64)

Decisions Cont.:

26.39 mc and trans. location and change power to 100 w.

WKY Radiophone Co., Area Oklahoma City, Okla.—Granted mod. license KA-5616 to change freq. to 26.19 mc.

Following granted extension of completion dates as shown: WFNS-FM Burlington, N. C. to 2-10-51; WGCH Greenwich, Conn. to 2-8-51; WHAT-FM Philadelphia to 2-10-51; WISN-FM Milwaukee to 2-22-51; WJBY-FM Gadsden, Ala. to 2-15-51; WJPB Fairmont, W. Va. to 8-31-50; WSVA-FM Harrisonburg, Va. to 1-29-51.

August 9 Decisions . . .

Assignment Granted

KEPO El Paso, Tex.—Granted consent to assignment of license to KWFT, Inc., (stockholders to surrender their stock in KEPO, Inc. to KWFT, Inc. and thereafter KEPO, Inc. will be dissolved); no monetary consideration involved since assignor and assignee stockholders are virtually the same.

Hearing Designated

Door County Radio Co., Sturgeon Bay, Wis.—Designated for hearing at Washington on Jan. 29, 1951, application for new station on 1490 kc 100 w unl., and made WOSH Oshkosh, Wis. party to proceeding.

Mt. Airy Bcstrs. Inc., Mt. Airy, N. C. and WKOY Bluefield, W. Va.—Upon petition of WKOY designated for hearing on Jan. 30, 1951, at Washington application of Mt. Airy Bcstrs. Inc. for new station on 1240 kc, 250 w unl., made WKOY Bluefield, W. Va., and WROV Roanoke, Va. parties to proceeding.

Modification Granted

WLIN Merrill, Wis.—Granted mod. CP to increase power on 550 kc from 500 w N, 1 kw-D, to 1 kw. unl. time subject to satisfying all legitimate complaints of blanket interference occurring within 250 mv/m contour, and other eng. cond.

Hearing Designated

WCEN Mt. Pleasant, Mich.—Designated for hearing at Washington on Jan. 31, 1951, application of WCEN to change hours of operation from daytime to unl. and install DA-N.

Authority Extended

KSFT Trinidad, Col.—Granted extension of authority to remain silent for period ending Sept. 23 at which time if KSFT has not resumed operation license will be considered to have been forfeited.

Following granted changes in presently authorized facilities as shown:

WEPM-FM Martinsburg, W. Va.—Change ERP from 660 w to 810 w and ant. from 175 ft. to 170 ft.

WGH-FM Newport News, Va.—Change ERP from 38 kw to 36 kw and ant. from 390 ft. to 180 ft.

WSTP-FM Salisbury, N. C.—Change ERP from 27 to 20 kw.

WOOK-FM Silver Spring, Md.—Change ERP from 500 w to 590 w and ant. from 340 ft. to 320 ft.

WWJ-FM Detroit—Change ERP from 50 kw to 48 kw.

WDAR-FM Savannah, Ga.—Change from Class B to Class A station, Chan. 232 (94.3 mc); ERP from 12 kw to 85 w and ant. from 330 ft. to 170 ft.

WNBC-FM New York—Change ERP from 1.6 kw to 1.1 kw; ant. from 1,300 ft. to 1,440 ft.; cond.

WBOW-FM Terre Haute, Ind.—Change ant. from 200 ft. to 230 ft.; cond.

KTIS-FM Minneapolis, Minn.—Change frequency from Chan. 290 (105.9 mc) to Chan. 253 (98.5 mc).

WTTH-FM Port Huron, Mich.—Change ERP from 22 kw to 8.5 kw.

WLDS-FM Jacksonville, Ill.—Change ERP from 7.3 kw to 9 kw.

O'Connor To WEW

DANIEL P. O'CONNOR has been named manager and program director of WEW St. Louis, succeeding General Manager Nicholas Pagliara [BROADCASTING, Aug. 7]. Mr. O'Connor is a member of the speech department at St. Louis U., which owns the station. He also will work as program director, replacing Don Lochner, who has resigned to go into production of TV films.

Devney & Co. Clients

DEVNEY & Co., New York, newly-organized station representative firm [BROADCASTING, July 17], last week announced its appointment to represent the following stations:

WABZ Albermarle, N. C.; WVMI Biloxi, Miss.; WKOY Bluefield, W. Va.; WINA Charlottesville, Va.; WKEY Covington, Va.; WONW Defiance, Ohio; WFGM Fitchburg, Mass.; WEWO Laurinburg, N. C.; WKAI Macomb, Ill.; WNAM Neenah, Wis.; WRJM Newport, R. I.; KNOR Norman, Okla.; WSIP Paintsville, Ky.; WEOK Poughkeepsie, N. Y.; WRAD Radford, Va.; WNAE Warren, Pa., and WTTN Watertown, Wis.

KTHS BID

Files Again for 50 kw

RENEWED effort by KTHS Hot Springs, Ark., to improve its facilities was made by the John D. Ewing station last week in filing with FCC an application for power increase to 50 kw fulltime, directional night, on its presently assigned frequency of 1090 kc. Move to Little Rock also is requested. KTHS presently operates with 10 kw day, 1 kw night.

KTHS earlier this year in a final ruling by the Commission was denied a similar power boost request, which sought authority also to move to West Memphis, Ark. Radio Broadcasting Inc., KTHS licensee, in addition was denied new station facilities of 5 kw day, 1 kw night on 550 kc at Hot Springs to replace KTHS upon its proposed removal.

Although in an initial ruling FCC earlier had proposed to grant the Ewing applications, the Commission in its final decision considered the grants would violate the spirit of the North American Regional Broadcasting Agreement, in effect at the time the bids were filed. FCC at the same time also denied the application of C. E. Palmer's Hot Springs Broadcasting Co. for 50 kw fulltime on 1090 kc at Hot Spring.

There are only three other applications now pending before FCC for facilities on the Class I-B 1090 kc frequency. These include the Drew Pearson-Robert S. Allen request (Public Service Broadcasting Corp.) for the facilities of WBAL Baltimore, assigned 50 kw on 1090 kc; application of KAUS Austin, Minn., to change from 1 kw on 1480 kc, directional fulltime, to 10 kw on 1090 kc, directional night; and the new station bid of Roy Hofheinz, Texas broadcaster, for 250 w daytime on 1090 kc at San Benito, Tex.

COLUMBIA

Plans 45 rpm Release

COLUMBIA RECORDS Inc. will release two 45 rpm recordings—the speed originated by RCA Victor—in "several test markets," Edward Wallerstein, Columbia president, said last week.

The issue of these two numbers will mark Columbia's first venture into the 45 rpm field [CLOSED CIRCUIT, July 3]. Hitherto the company has confined itself to the 78 rpm speed and to the 33⅓ rpm Long-Playing disc that Columbia introduced.

Signs Garroway

ARMOUR & Co., Chicago, has signed for *Next, Dave Garroway*, quarter-hour daytime strip from Chicago, on the full NBC network from Sept. 4, through its agency Foote, Cone & Belding, also Chicago. Show is to be aired 11:15 to 11:30 a.m. CT. [BROADCASTING, Aug. 7] for Central, Mountain and Pacific stations, with an East Coast repeat by tape at 1:15 p.m. EDT. Armour also will sponsor *Stars Over Hollywood* on film on NBC-TV Wednesday, 9:30 to 10 p.m. CT from Sept. 6.

Mr. Time Buyer:
Before you run off on your vacation, check your Fall schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS

ONLY $13.00 EACH (360 TIME RATE)

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50,000 Watts Daytime — 5,000 Watts Nighttime

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO AUGUST 10

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,167	2,135	180		276	262
FM stations	687	498	224	2*	21	13
TV stations	106	50	59		354	182

*Two on the air.

* * *

Docket Actions . . .

INITIAL DECISION

KWIK Burbank, Calif.—Announced initial decision by Commissioner E. M. Webster to affirm Commission's revocation order of Dec. 14, 1949, to revoke license of KWIK. Station operates on 1490 kc, 250 w fulltime. See story Broadcasting Aug. 7, p. 82. Decision Aug. 4.

FINAL DECISION

KCRO Englewood, Col.—Decision and order affirming Initial Decision July 13 and adopted as its decision, and revoked CP heretofore granted KCRO Englewood for new station 1380 kc, 1 kw day. Decision Aug. 10.

OPINIONS AND ORDERS

KOA Denver, **WHDH** Boston, **WXKW** Albany, N. Y.—Adopted memorandum opinion and order to deny petition for review of examiner's order of March 28, filed jointly by KOA Denver and WHDH Boston re application of WXKW Albany, N. Y. and affirmed examiner's action accepting amendment to application of WXKW for mod. CP to correct proposed parameters of DA; ordered that action on request of WHDH and KOA that program test authorization of WXKW be terminated or that WXKW be required to reduce nighttime operating power to 1 kw, be deferred pending further study. Order Aug. 4.

WGBF Evansville, Ind., **WMRO** Aurora, Ill.—Ordered that at oral argument in applications of WMRO Aurora and WGBF Evansville, parties be given opportunity to address themselves not only to exceptions filed to Initial Decision but also to motion to strike certain portions of WMRO's exceptions and opposition thereto. Order Aug. 4.

Falls County Public Service, Marlin, Tex.—Commission by order denied petition of Falls County Public Service requesting oral argument be denied application for CP. Order Aug. 4.

KID Idaho Falls, Ida.; **WOW** Omaha, Neb.; **KSUB** Cedar City, Utah—On petition of FCC General Counsel and WOW Omaha, Commission vacated and put aside Initial Decision of Feb. 6 to grant application of KID to change from 1350 kc 5 kw-D 500 w-N to 590 kc 5 kw-D 1 kw-N, ordered record reopened and proceeding remanded to Examiner previously appointed for purpose of receiving evidence as to populations and areas now receiving service from KSUB Cedar City and WOW which would receive interference from KID. Order Aug. 10.

Marmat Radio Co., Bakersfield, Calif. —By memorandum opinon and order denied petition of County of Kern, Calif., Board of Supervisors protesting Marmat application because of alleged interference to county fire and police communication systems. Petition untimely, FCC said. Granted Marmat application for new AM station 970 kc with 1 kw limited time, directional; engineering conditions. Principals include: James L. Manly; Guy Marchetti: Reno Marchetti, farmer; Fred Marchetti, maintenance engineer, and Umberto and Julian Cantelmi. Order Aug. 9.

ORAL ARGUMENTS SCHEDULED

Commission scheduled for oral argument Sept. 15 following: **KWTO** Springfield, Mo.; **WTNJ** Trenton, N. J., and **WBUD** Morrisville, Pa.; **KPMO** Pomona, Calif.; **WMAW** Milwaukee, Wis.

On Sept. 18:

Kokomo Pioneer Bcstrs., Kokomo, Ind., and Chronicle Pub. Inc., Marion, Ind.; **WBAT** Marion, Ind.; **WGBF** Evansville, Ind., and **WMRO** Aurora, Ill.

On Sept. 22:

Kenyon Brown and George E. Cameron Jr., both Tulsa, Okla.; Belvedere Bcstg. Corp, Baltimore, Md. and Falls County Public Service, Marlin, Tex.

Non-Docket Actions . . .

AM GRANTS

Jennings, La.—Jennings Bcstg. Co. Inc., granted new AM station 1290 kc 500 w day. Estimated construction cost $6,620, does not include equipment to be borrowed from KSIG Crowley, La. Principals; Maxwell J. Thomas owner KSIG, president 50%; Clovis L. Bailey KSIG chief engineer, vice president 25%; B. Hillman Bailey Jr., KSIG general manager, secretary-treasurer 25%. Granted Aug. 9.

Rexburg, Ida.—Snake River Radio & Television Co. Inc., granted new station on 1230 kc, 250 w fulltime. Estimated construction cost $47,500. Principals include: Seth Wood, farmer, director 5%; M. F. Rigby, physician, president 10%; E. L. Soule, physician, vice president 10%; Russell Flamm, partner in furniture store and undertaking business, director 5%; E. C. Flamm, same, secretary-treasurer 5%; E. R. Webster, farmer, director 5%; Howard R. Chapman, instructor radio dept. U. S. A. C. Logan, Utah, general manager 2%; T. R. Payne, partner and manager Rexburg Coal and Feed Co., 2%; O. D. Hoffman, physician, 3%. Granted Aug. 9.

KWCO Chickasha, Okla.—Granted switch in facilities from 1560 kc 250 w D to 1560 kc 250 w fulltime, directional night. Granted Aug. 9.

FM GRANTS

WJSW Altoona, Pa.—Altoona Bcstg. Co., granted Class A FM station Chan. 261 (100.1 mc) ERP 135 w, ant. —170 ft. Formerly held conditional grant. Granted Aug. 9.

Deletions . . .

TWO FM authorizations reported deleted by FCC last week. Total to date since Jan. 1; AM 30; FM 85; TV 3.

KSDO-FM San Diego—San Diego Bcstg. Co. CP Aug. 4. Failure of negotiations with Transit FM. Economic.

WAPO-FM Chattanooga, Tenn. — **WAPO** Bcstg. Service. CP July 31. Lack of FM audience. Plan to file for TV.

TRANSFER GRANTS

WCNU Crestview, Fla.—Granted assignment of license from Cyril W. Reddoch, John B. McCrary and D. Grady O'Neal d/b as Gulf Shores Bcstg. Co. to D. Grady O'Neal and H. French Brown d/b as Gulf Shores Bcstg. Co. for $52,000. Mr. Brown (retired) and Mr. Grady will be equal partners. WCNU is assigned 1 kw day on 1010 kc. Granted Aug. 9.

KSYL Alexandria, La.—Granted assignment of license from Sylvan Fox and Harold Wheelahan d/b as Radio Station KSYL to KSYL Inc. Sylvan Fox is moving to another city and sells his interest to his father Milton Fox, presently sales manager KSYL. KSYL is assigned 250 w fulltime on 1400 kc. Granted Aug. 9.

WDUK Durham, N. C.—Granted assignment of license from WDUK Inc., licensee, to Durham Bcstg. Enterprises Inc. for consideration $28,000. Transfer constitutes merger between WDUK and WTIK. License of WDUK will be owned 50% by WTIK and 50% by Virginia and Harman Duncan who hold interest in WDUK. J. Floyd Fletcher is principal stockholder WTIK. WDUK is assigned 1310 kc, 1 kw day, 500 w night, directional. See story this issue. Granted Aug. 9.

WGAP Maryville, Tenn.—Granted assignment of license from George R. Dempster and Victor H. McLean d/b as Gateway Bcstg. Co., licensee, to Harry C. Weaver and Frank H. Corbett d/b as Aluminum Cities Bcstg. Co. for $37,500. Mr Weaver is commercial manager WATO Oak Ridge, Tenn. and Mr. Corbett was previously with WGAP. WGAP is assigned 250 w day on 1400 kc. Granted Aug. 9.

WGVM Greenville, Miss. — Granted assignment of license from David M. Segal tr/as Cotton Belt Bcstg. Co., licensee, to new corporation Cotton Belt Bcstg. Corp. Principals include: David M. Segal, who retains 51% interest, Edward Codel 46⅔% and Freida F. Segal 2⅓%. WGVM is assigned 1 kw day on 1260 kc. Granted Aug. 9.

WGRD Grand Rapids, Mich.—Granted transfer of control in Tri-County Bcstg. licensee, from Campbell H. Steketee et al to Carl Riddering et al through issuance of small amounts of new stock from time to time to a number of persons, strangers to original application. Transferees now hold 69.3% of total stock. WGRD is assigned 1 kw day on 1410 kc. Granted Aug. 9.

WTYC Rock Hill, S. C.—Granted transfer of control in Tri-County Bcstg. Co. Inc., licensee, from O. Frank Thornton to W. G. Reid, Mrs. Bethia Reid and George Cobb for $12,000. Mr. Reid previously held 50% and acquires 120 additional shares, Mrs. Reid acquires 15 sh. and Mr. Cobb, station manager acquires 15 sh. WTYC is assigned 1 kw day on 1340 kc. Granted Aug. 9.

WWSR St. Albans, Vt.—Granted relinquishment of control in Vermont Radio Corp. Inc., licensee, through transfer of 29½ sh. stock from Ernest C. Perkins, executor of the estate of William G. Ricker, deceased, to Mary Ricker, beneficiary. No monetary consideration. Granted Aug. 9.

KMCM McMinnville, Ore.—Granted assignment of license from Yamhill Bcstrs., licensee, to Yamhill Bcstrs. Inc., new corporation composed of Jack B. and Philip N. Bladine, original partners and Gayle Hunter Bladine and Margaret G. Bladine, each having a 25% interest. KMCM is assigned 1 kw fulltime on 1260 kc, directional night. Granted Aug. 8.

New Applications . . .

AM APPLICATIONS

Richmond, Ky.—Madison Bcstg. Co. Inc., 1400 kc, 250 w unlimited. Estimated construction cost $24,000. Principals include: G. D. Kincaid, owner 16½% WFKY Frankfort, Ky., 60%; Salem Moody, lawyer, 20%; W. Wallace Robinson, general and commercial manager WFKY, 20%. Filed Aug. 7.

Winchester, Ky.—Clark-Montgomery Bcstg. Co. Inc., 1450 kc 250 w fulltime. Estimated construction cost $24,000. Principals include: G. D. Kincaid, major interest Central Bank Lexington, president Lexington Finance Co. etc., vice president Commercial Deposit Bank and other bank interests, 16½% interest WFKY Frankfort, president 40%; E. G. Ecton, cashier Commercial Deposit Bank, vice president 20%; W. Wallace Robinson, general and commercial manager WFKY, secretary-treasurer 20%. Filed Aug. 7.

Puyallup, Wash.—Clarence E. Wilson, 1450 kc, 100 w fulltime. Estimated construction cost $15,025. Mr. Wilson individual owner, is 50% owner and general manager KWCO Chickasha, Okla. Filed Aug. 8.

Northport, Ala.—West Alabama Bcstg. Co., 1280 kc 1 kw day. Estimated construction cost $19,750. Principals include: W. P. Thielens, W. M. Jordan and T. H. Gaillard Jr., owner WXAL Demopolis, Ala., WPBB Jackson, Ala. Each will have 33⅓% interest. Filed Aug. 8.

FM APPLICATIONS

Coldwater, Mich. — Twin Valley Bcstrs. Inc., new Class A FM station, Chan. 257 (99.3 mc) ERP 768 w, ant. 270 ft. Applicant is licensee WTVB AM outlet in Coldwater. Estimated construction cost $3,960. Filed Aug. 9.

Lenoir City, Tenn.—Arthur Wilkerson Lumber Co., new Class B FM station, Chan. 262 (100.3 mc), ERP 8.8 kw, ant. 185 ft. Applicant is permittee new AM station WLIL Lenoir City. Estimated construction cost $6,000. Filed Aug. 9.

Lebanon, Ind.—Lebanon Bcstg. Co., new Class A FM station Chan. 288 (105.5 mc) ERP 700 w, ant. 143.5 ft. Estimated construction cost $10,000. Percy Miller McGhee, sole owner, is 20% owner Lebanon Electric Corp., 33⅓% Appliance Finance Co., and 25% interest in operating oil leases. Filed Aug. 1.

TV APPLICATION

Lancaster, Pa.—Peoples Bcstg. Co., new commercial TV station Chan. 9 (186-192 mc), ERP .948 kw vis., .474 kw aur. RESUBMITTED. Filed Aug. 7.

TRANSFER REQUESTS

KIBE Palo Alto, Calif.—Assignment of license from Millard Kibbe and Donald K. Deming d/b as D & K Bcstg. Co. to J. B. Rhodes for consideration of $45,000. Mr. Rhodes is owner Associated Grocers Co-op, one of largest wholesale distributors of food and produce in Pacific N. W. KIBE is assigned 250 w day, 1220 kc. Filed Aug. 2.

WNOW-AM-FM York, Pa.—Assignment of license from H. J. Williams, M. E. Cousler, Lowell W. Williams and Edward C. Hale d/b as Helm Coal Co., licensee, to same partners with exception of Mr. Hale. Mr. Hale retires because of injury and sells his 7/23 interest to other partners for $13,000. WNOW is assigned 1 kw day on 1250 kc. Filed July 21.

KWBB Wichita, Kan.—Assignment of CP from Louis Levand, Max Levand and John Levand d/b as Wichita Beacon Bcstg. Co. to Wichita Beacon Bcstg. Co. Inc., new corporation of same persons with same relative interests as held in partnership. No monetary consideration. KWBB is assigned 1 kw day on 1410 kc, directional. Filed Aug. 1.

WLOL Minneapolis, Minn.; **KIOA** Des Moines, Ia.—Transfer of control in Independent Bcstg. Co., Des Moines, licensee, from Kenneth A. Durham and 56 others to Ralph L. Atlass, Charles J. Winton Jr., David Winton, John T. Carey, Wilhelmina M. Harre and Lloyd M. Hallet for a consideration of $100,000 subject to adjustment. Also filed simultaneously transfer of control in Independent Merchants Bcstg. Co., Minneapolis, from Ralph L. Atlass, et al to Independent Bcstg. Co., and assignment of license from Independent Merchants Bcstg. Co., to Independent Bcstg. Co., an Iowa corporation. Transfer grant will make Independent Bcstg. Co., an Iowa corporation owning all stock in WLOL and KIOA. See story Broadcasting, July 31. KIOA is assigned 940 kc, 10 kw-D, 5 kw-N DA-2; WLOL is assigned 5 kw unl. on 1330 kc DA-1. Filed Aug. 1.

WRNL-AM-FM Richmond, Va.—Assignment of license from Richmond Radio Corp., licensee, to Richmond Newspapers Inc. Richmond Newspapers Inc. owns all stock of Richmond Radio, and all directors and officers of one are directors and officers of other. Richmond Radio Corp. performs no useful function as separate corporation and creates unnecessary expense and bookkeeping, thus it is desired to merge all outstanding stock. All debts of Richmond Radio Corp. will be assumed by Richmond Newspapers Inc. WRNL is assigned 5 kw fulltime on 910 kc. Filed Aug. 7.

WTNJ Trenton, N. J.—Transfer of control in WOAX Inc., licensee, through transfer of 65 sh. stock from Charles E. Leow, 78 years old, and Julie V. Leow, 81 years to Erling C. Olson as trustee for the Leows. Mr. and Mrs. Leow wish continuous and careful supervision over their affairs and operation of WTNJ and at same time are desirous of conserving their health. WTNJ is asigned 250 w day on 1300 kc. Filed Aug. 9.

UN Saga

(Continued from page 22)

scribed by MBS correspondents at Lake Success, featuring outstanding happenings, are presented over that network, 10:30-10:45 p.m. The regularly scheduled *Mutual Newsreel* 10:15-10:30 p.m. each day, offered comments and a speech of at least one UN official. Tape recorded interviews were made by Cecil Brown for his 10-10:15 a.m. MBS program the opening two days of the session. Mutual also has aired *Pursuit of Peace*, a series of six UN documentaries which began in March, and featured in July the Korean developments.

The UN telecasts caused considerable press comment. An example is this editorial from the *Toledo* (Ohio) *Blade:*

"The possibilities of television were never better demonstrated. . . . Plain American citizens were able to judge for themselves what took place. They could watch the faces of diplomats, catch shades of meaning in their words and tones. They could sense the tension which underlay that encounter. . . . In response to the demands of the times, there will inevitably be an increase in this type of telecast."

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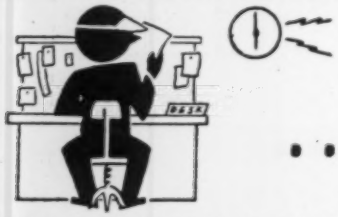


...at deadline

NEW NETWORK PLANNED, STARTING ABOUT NOV. 1

NEW network, Progressive Broadcasting System, scheduled to open about Nov. 1, according to Larry Finley, PBS president and head of Finley Transcription Inc., Hollywood. Planned primarily for daytime stations, network will broadcast coast-to-coast via leased wires in all 48 states, seven 10-hour days a week, Mr. Finley said.

Minimum of 300 stations to be signed, he said, with 214 applications already received. Diversified programming to be fed to network so they can be sold locally on "open-end" basis to merchants in affiliates' areas. There will be no network option time. Main studios and headquarters located at 8983 Sunset Blvd., Hollywood, with other studios in New York and Chicago.

BROWN TO START AGENCY

CARL S. BROWN, executive head and partner of Sherman & Marquette, New York, will leave agency Aug. 31 to open own advertising business as Carl S. Brown Co. Offices will be located at 30 Rockefeller Plaza, New York.

BIG CHEVROLET HOOKUP

LARGEST interconnected TV network ever put together for single organization's programs assembled by DuMont TV network for Notre Dame football games this fall, with 41 stations in 41 cities from Boston to St. Louis agreeing to take all five games, telecast from South Bend under sponsorship of Chevrolet Div. of General Motors, Chris J. Witting, DuMont Network's general manager, said Friday. Previous largest TV network said to have been 29-city hookup carrying pooled telecast of 1949 World Series.

NIELSEN NAMES WHARFIELD

ALBERT M. WHARFIELD, former vice president in charge of agency relations of C. E. Hooper Inc., named vice president and member of radio-television sales staff of A. C. Nielsen Co. Since last March, when Hooper sold network radio and television rating service to Nielsen, Mr. Wharfield has been on loan to latter company.

LARGE TV TUBES IN LEAD

OVER 89% of TV picture tubes sold to manufacturers are 14 inches and over, according to Radio-Television Mfrs. Assn. data. This compares to 15% at end of 1949. June sales of cathode ray tubes to TV set makers comprised 566,942 tubes valued at $15,054,810 against 599,667 valued at $14,260,114 in May.

MADISON, IND., GRANT

INITIAL decision issued Friday by FCC Examiner Leo Resnick anticipating grant of Pioneer FM Co. application for Class A FM station at Madison, Ind., using Channel 252 (98.3 mc). Pioneer is co-partnership of Charles N. Cutler, WSRK-FM Shelbyville, Ind., engineer; Glenroie L. Danner, chief electrician at Ordnance Dept.'s Jefferson Proving Grounds near Madison, and William M. Poland, director of music of Hanover (Ind.) College.

COMMITTEE NAMED FOR KENNY FUND DRIVE

RADIO-TELEVISION Committee for campaign fund of Sister Elizabeth Kenny Foundation announced Friday by Edward D. Madden, assistant to president of NBC and chairman of Kenny Fund eastern area office.

Members are Lawrence Lowman, CBS vice president and general executive; Clarence Worden, assistant to general manager WCBS New York; Earl Mullin, ABC national publicity director; James Wallen, MBS treasurer; Irwin Rosten, administrative assistant, WABD (TV) New York; Allen Brandt, WNEW New York director of publicity and special events; R. C. Lawrence, director of sales development at NBC-TV; and Sydney H. Eiges, NBC vice president in charge of press and information.

GEORGIA STATE MEETING

SUMMER meeting of Georgia Assn. of Broadcasters to be held Aug. 24-25 at DeSoto Beach Hotel, Savannah, according to President Ray Rington, WRDW Augusta. Speakers will include Allen M. Woodall, WDAK Columbus, NAB District 5 director, and member of NAB board's BAB Advisory Committee, and Robert K. Richards, NAB public affairs director.

KUDNER NAMES V-Ps

SHAFTO DENE and Norman Nash, both members of Kudner Adv. Agency, New York, since its formation, have been named vice presidents and co-chiefs of copy department.

AGENCY ENLARGES TV

SHERMAN & MARQUETTE, New York, with increased billings, is expanding TV activities. Stuart Ludlam, radio-TV producer, appointed head of TV and radio department for New York, Chicago and Hollywood. W. A. McAllister, former account executive with J. M. Mathes, joins firm as account executive for Ajax cleanser and Cashmere Bouquet soap.

P&G DAYTIME TV POLICY

ALL Procter & Gamble advertising agencies in New York completing their presentations for daytime television and plans are to be submitted to advertiser this week in Cincinnati. Decisions as to what P&G will do in daytime TV expected within fortnight.

WCKY SEEKS VIDEO OUTLET

NEW TV station on Channel 2 (54-60 mc) at Cincinnati sought in application filed with FCC Friday by L. B. Wilson Inc., licensee of WCKY there. Specifying site atop Carew Tower, proposed TV outlet would have effective radiated power of 28.4 kw visual and aural. Estimated construction cost $480,485; first year operating cost $350,000, revenue $250,000. Application also pending for Channel 2 at Hamilton, Ohio, by Condo, Holbrocks & Smith and WKRC-TV Cincinnati is seeking to move to Channel 2 from Channel 11. WCKY application filed by Spearman & Roberson, Washington counsel.

Closed Circuit

(Continued from page 4)

importance of all-out effort to promote fal schedules.

CONTINENTAL OIL Co., through Geyer Newell & Ganger, New York, preparing spo announcement campaign for its Super-Pyre anti-freeze, to start Sept. 1, using 60 markets

WHEN latest radio-TV set figures are dis closed they will show record summer activit on factory production lines. Mid-summer out put now at rate of million radios and half million TV sets per month.

NEWEST bidder for Thomas S. Lee Enter prises understood to be Yankee Network. Tom O'Neil, Yankee vice president and son o W. O'Neil, General Tire president, reporte actively negotiating for acquisition of all o part of Don Lee Network and properties. CBS originally interested only in KTSL (TV) Lo Angeles and headquarters building, now re portedly talking overall bid, along with Edwi S. Pauley. Negotiating for AM properties are Don Lee management group headed b Lewis Allen Weiss, chairman, and Wille Brown, president, and Liberty Broadcasting Co Acquisition figures range from 6 to more tha 9 million dollars, depending upon how proper ties will be sold and tax liabilities.

ONE OF FIRST chlorophyll tablets to con template using radio is Stoppers Inc., New York. Its agency, Walter Weir, planning tes campaign in Indianapolis to start late i September. If test successful, national cam paign will follow.

REPORT shortly to be released covering 194 calendar year TV station operations will show that average monthly operating overhead ra $47,000. Average monthly income totale about 50%, though gap narrowed considerabl toward year-end. Current estimate is that a least 25 of 106 operating stations are eithe in black ink or breaking even on current profi and loss statements.

AMERICAN CHICLE Co., through Badger Browning & Hersey, New York, preparin heavy seasonal spot announcement campaig starting Sept. 3 to run through December.

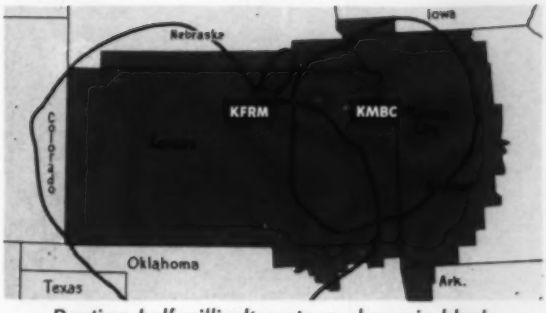
WHILE Voice of America rides crest of popu larity wave, it is indicated that legislation au thorizing increased appropriations may requir removal of operation from State Dept. t either independent status or to be incorporate within one of new emergency agencies. Secre tary of State Acheson said to favor this, sinc operations do not normally fall within purvie of diplomatic agency. Move would bring com plete reorganization of Voice.

LEVER BROS. (Silver Dust), New York through its agency, SSC&B, New York, pla ning eight-week spot announcement campaig to start in September. One minute ET's wi be used.

ALTHOUGH plan to transfer Civil Aerona tics Authority to Defense Dept. for duration war is still classified material, it's doubte change would have any effect on CAA approv of broadcast towers and sites. Authoritie consider question moot since details of pl are secret and would result only in broa enabling legislation. Best guess is proposed ne rules specifying revised FCC-CAA procedu on towers would proceed as usual [BROADCAS ING, July 10].

THE KANSAS CITY MARKET

Does Not Run in Circles!



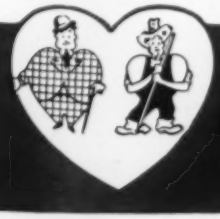
Daytime half-millivolt contours shown in black.

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 146,000 telephone interviews in one week by Conlan—just off the press—shows The KMBC-KFRM Team even further ahead of its nearest competitor than a year ago!

It's one of the most comprehensive listener studies ever made, and one of the most revealing. It provides irrefutable proof of The Team's outstanding leadership . . . current proof . . . not moth ball evidence. Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.



KMBC-KFRM *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC